

## **Second Hand Shops as New Luxury**

### **- an Alternative Way to Attract Tourism from the Customer Point of View**

Anna-Mari Sohlman



<b>Author</b> Anna-Mari Sohlman	
<b>Degree programme</b> Degree Programme in Hospitality, Tourism and Experience Management	
<b>Report/thesis title</b> Second Hand Shops as New Luxury - an Alternative Way to Attract Tourism Destination from the Customer Point of View	<b>Number of pages and appendix pages</b> <b>49 + 4</b>
<p>How can second hand shopping experiences add value to the attractiveness of a destination? Can second hand shopping be considered as a new luxury experience? And if so, why? Which elements are relevant, if second hand shopping would be designed as a new luxury experience for visitors in a destination? These are the research questions in this study.</p> <p>Theoretical part presents the development of new luxury within tourism industry. Second hand shopping as a market is described and the consistency of things and phenomena between tourism and second hand shopping are highlighted. Sustainability thinking and the increasing awareness of re-use consumption and recycling are emphasized in both tourism and in second hand shopping.</p> <p>This thesis is a qualitative research. Answers to questions are searched through literature, participatory observations on site and theme interviews. Service design method emphasizes the end-user perspective in the interactive service process.</p> <p>Twenty participatory observations were made to nineteen different second hand shopping sites in Finland and in Sweden between June and October 2019. The focus was on the holistic experience from end-user's perspective. Five individuals were selected for theme interviews from different age groups, different life situations and different fields of professionalism. Those selected had previously experienced second hand shopping either in Finland or abroad. Interviews were held in October 2019. The results of theme interviews and participatory observations were combined and analyzed.</p> <p>Interviews and observations confirm that the awareness of sustainability thinking has an effect on how second hand market is perceived. The idea of combining social, economical and environmental aspects is considered as a smart way of consuming. The role of social group with similar values and the family and its socio-cultural heritage are the sophisticated drivers. Globally minded, environmentally conscious consumers want to have alternative types of experiences, which include the elements of sustainability thinking and the freedom to build the experience individually.</p> <p>Based on the interviews and observations accessibility is a relevant element for second hand shopping development in the Helsinki Metropolitan area. Combining the present shopping mall culture in Finland and the perception of new luxury can create and offer alternative ways of new luxury experiences for visitors in the context of second hand shopping. This requires co-creative and innovative actions from all stakeholders.</p> <p>Bringing new luxury elements to second hand shopping requires creativity and new ways of thinking combined with a holistic end-user perspective. This may benefit not only second hand shops and tourism industry, but could integrate other societal challenges and offer more sustainable and responsible ways to consume our natural resources.</p>	
<b>Keywords</b> Second hand shops, service design, experience, tourism, new luxury, sustainability	

## Table of contents

1	Introduction.....	1
1.1.	Purpose and objectives of the research.....	2
1.2.	Limitations of the study.....	3
1.3.	Structure of the thesis.....	4
2	Theoretical framework.....	5
2.1.	Luxury.....	5
2.2.	New Luxury.....	6
2.3.	Tourism and Luxury.....	9
2.3.1.	Luxury Destination.....	10
2.3.2.	Luxury Tourism in Finland.....	11
2.4.	Sustainability and New Luxury.....	13
2.5.	Second hand shopping.....	15
2.5.1.	Second hand shopping in Finland.....	16
2.5.2.	Second hand shopping as an alternative visitor attraction.....	17
3	Methodology.....	19
3.1.	Service Design Thinking.....	19
3.2.	Method Implementation.....	21
3.3.	Observation.....	21
3.4.	Theme Interviews.....	23
3.5.	Research process.....	25
4	Results.....	26
4.1.	Observation results.....	26
4.1.1.	Before the observation visits.....	26
4.1.2.	During the observation visits.....	27
4.1.3.	After the observation visits.....	29
4.2.	Theme interview results.....	30
4.2.1.	Economical aspects.....	30
4.2.2.	Social aspects.....	30
4.2.3.	Environmental aspects.....	31
4.2.4.	Accessibility.....	32
4.2.5.	The Four Realms of an Experience.....	33
5	Discussion and conclusions.....	36
5.1.	Reflection of the research results.....	36
5.2.	Recommendations for future.....	41
5.3.	Learning outcomes.....	43
	References.....	44

Appendices.....	50
Appendix 1. Theme interview.....	50
Appendix 2. Observation form.....	52
Appendix 3. Observed second hand shops.....	53

## 1 Introduction

The idea for this thesis subject is motivated by my personal concern of how we as humans are consuming natural resources at an unsustainable rate. There are already some shop owners, entrepreneurs as well as commercial, public and charitable organizations that base their business idea on cutting this destructive habit down by promoting product recycling in Finland. These stakeholders offer a possibility to search for unique design and handicraft items by enabling the reuse of products as well as offering possibilities for goodwill and charity of individuals who want to participate in this process by giving away items they do not use.

When working and travelling around the world I experienced that similar types of mass made products were sold and bought at every airport, hotel, department store and street corner and I started missing the authenticity of destinations since they all started to feel and look alike from my perspective. My experience was that cultural differences and dimension of destinations started diminishing and the contrasts faded away also because of the similarity of selections and assortments of products available for visitors.

Tourism industry, service providers and hospitality organizations are seeking and developing ways to create holistic luxury experiences through the integration of nature, tranquility, design, and craftsmanship. Latvala (2013) indicates that elements of luxury and what we consider as luxury varies individually.

There is already evidence that the consciousness of eco-consumption and ethical thinking are becoming part of "the new luxury". According to Ascencao (2018) the idea of luxury is transforming from limited accessibility only to some consumer-elite-groups towards being everywhere and accessible to anybody. New luxury for the masses focuses on the intangible and the identity of the consumer. New luxury consumers express themselves and communicate through their consumption. The psychologization of the marketplace evokes emotions and feelings. They guide more and more consumer behavior, which puts focus on the experience of getting products and services.

The increasing recycling behavior of Finns has brought distinguished Finnish design products, furniture, quality clothing and collectibles to the market. Unique design and craftsmanship are offered as reused products to everyone with moderate prices at second hand shops.

Furthermore, the increasing awareness of re-use consumption can be identified in different forms. There is a tradition of second hand shopping in Finland and the vintage scene has become more popular in recent years. Shopping at vintage and second hand shops, flea markets and recycling centers is an option for shopping in department stores and shopping centers. It is also an option for buying online, which is fast and time effective and the role of the buyer in this buying process is to choose items, fill the shopping basket and to make the order by paying it.

Shopping, restaurants and leisure is already now the largest expenditure among foreign visitors, an average 50 % share of the total consumption (Retail Facts Finland 2019, 20). The growing international interest towards Finland as a destination requires smart and innovative actions, when harnessing the underlying potential of new or different touristic experiences to meet the demands (Business Finland 2019c). Here, the potential of second hand shopping as an alternative and sustainable way of attracting tourism has not been studied to its fullest.

Ascencao (2018) states that mixed societal challenges are linked to sustainability and ecological demands. Constantly increasing amounts of consumers from all societal groups are considering the life-cycle of their purchases, origins of products, production chains and even the disposal of them with care. These changes in the market make room for offering services and experiences to environmentally conscious and globally minded people.

Shopping at second hand shops could be considered as a reality-based experience but also instead of being effective in time-use, it could be considered as an experience time well used. Utilizing this transformation as a business opportunity and a genuine addition to other touristic attractions can benefit entrepreneurs, tourism industry and other organizations in this field in Finland.

### 1.1. Purpose and objectives of the research

The purpose of this research is to find out how second hand shopping is perceived in Finland right now and to present ideas for creating and developing holistic visitor experiences in the context of responsible consumption and as a part of the visit to the touristic destination. All elements to enhance the attractiveness of second hand shops, flea markets and recycling centers in order to build user-centered visit experiences for visitors can make the visit memorable.

The main research question is: How can second hand shopping experiences add value to the attractiveness of a destination?

The sub-questions are:

- Can second hand shopping be considered as a new luxury experience? And if so, why?
- Which elements are relevant, if second hand shopping would be designed as a new luxury experience for visitors in a destination?

This thesis is a qualitative research. Answers to questions are searched through literature, observations and interviews. Service design is used as a customer-oriented method in this research. The use of service design tools allows to highlight the end-user perspective and the author is an active participant in the interactive service process.

## 1.2. Limitations of the study

Based on the literature and available research, second hand shopping is a broad issue and definitions vary from culture to culture. The culture of a destination determines the success when developing touristic attractions. The main focus in this study is in the Helsinki Metropolitan area, but also some rural areas are taken into account to broaden the mindset of second hand shopping in Finland. Benchmarking in a different culture area in Sweden (Stockholm and Eskilstuna) is done in order to become aware of the cultural similarities and differences in this scene. The short-lived history of second hand shopping in Finland and its special cultural features support this limiting.

Social media marketing and online shopping are excluded from this study and the emphasis is on the shopping experience in the premises from customer's point of view. This is mainly to focus and narrow the sight, because the present development in social media marketing as well as online shopping industry would require much more research work than a bachelor level research requires.

One challenge of this research is that there are no comprehensive statistics available of the value of the total second hand market in Finland. According to research by the University of Tampere and the Finnish Trade Union the value of customer-to-customer (C2C) sales is 370-480 million euros, depending on the way of calculating the figures (Saarijärvi 2018).

### 1.3. Structure of the thesis

The introduction part provides a personal perspective of the author into the topic. It also includes an overall view to the theme of how second hand shops as new luxury can be considered as an alternative way to attract tourism. The introduction also explains the purpose and objectives of the research including the main research question and sub-questions. Limitations and challenges of the study are explained.

Theoretical part starts with a study of luxury as an experience, first overall and then within the tourism context. Development of luxury within tourism industry and the features of a touristic destination are studied both globally and in Finland. Second hand shopping as a market is described and the consistency of things and phenomena between tourism and second hand shopping are highlighted.

Theoretical framework contains literature and research analysis with a holistic overview of the factors, which are considered in the upcoming parts against the research questions. The logic is to highlight the connection between tourism and second hand shopping. The idea of presenting sustainable development in this context has to do with it having a central role in both markets (tourism and second hand shopping) and especially in their future development. The aim is also to explain how sustainable development can act as “a glue” when developing the idea of second hand shopping as a tourist attraction.

Methodology part first presents service design thinking philosophy as a useful framework to carry on this research. Observation and theme interviews as central tools in this research are introduced as well as their use is validated. The results of observations and interviews are presented and analyzed based on the main result question and sub-questions. In the end, conclusions and further recommendations are presented.



## 2 Theoretical framework

This chapter introduces the concept of luxury and the distinction between traditional luxury and new luxury. Luxury tourism in Finland is discussed and the meaning of luxury for a destination is explained. History of second hand shopping is presented and a short market review introduced. The connection of sustainability with new luxury and second hand shopping is highlighted.

### 2.1. Luxury

It is challenging to define luxury, because it has different meanings in different contexts and cultures. The world we live in is created and socially constructed by human beings. The main idea of social constructivist theories is that meanings are developed in co-ordination with others rather than separately by each individual. What we believe is real is shaped by our social interactions and our life experiences with other people (Berger & Luckmann 2009).

The Merriam-Webster Dictionary defines luxury as "a condition or situation of great comfort, ease and wealth"; "something that is expensive and not necessary"; "something that is helpful or welcome and that is not usually or always available" (Merriam-Webster Dictionary 2019b).

The origins and the philosophy of luxury can be tracked to the ancient times, when Plato and Socrates discussed about the origins of society and more specifically about individual needs and the necessity of them. They discussed about the conflict of comforts, luxuries and civilization (Plato 2007). In principle, Plato saw luxury as a threat to the social order, subject to measures of control and moderation. Romans adopted luxury thinking from the Greek. In Roman times, luxury represented the use of wealth to serve private satisfactions. Christianity retained the earlier connection of luxury and corruption. Catholic church condemned luxury as a sin and Protestant church claimed that luxury is dissolute and was more concerned of the immorality of it (Csaba 2018).

Liberal thinkers like Adam Smith overturned the old traditional thinking of luxury. Instead of luxury being a threat to social order and public good Smith saw luxury as a necessary prerequisite for the stimulation of the economy. Corruption, moral or religious based thinking of luxury shifted to defining luxury in terms of economics (Smith 1981). In the modern world, luxury is considered as anything that is not essential. Werner Sombart (1992) states that "Luxury is any expenditure that goes beyond the necessary." (Sombart 1992, 92). According to Sombart luxury becomes more understandable to an individual, when

he/she knows what is necessary and what is not. What is defined as necessary varies from culture to culture.

The traditional conception of luxury concerns expensive or exclusive products and services. They are characterized with high status and comfort. Luxury products are assumed to be the best a product can be. However, one should not ignore the individuals' versatile and ever-changing experiences of luxury.

According to Kapferer (2015) luxury sells dreams. Historically luxury has enhanced segregation of people and nations. Nowadays all have access to the luxury described. The development of technology and social media have brought luxury within the reach to everyone. The profile of the traditional luxury consumer has changed. New ways of thinking about luxury have emerged. "The new luxury is not about being accessible, but it has become a source of enjoyment for more and more people." (Luxury Society 2013).

## 2.2. New Luxury

The philosophy of New Luxury is based on the idea that consumers are inspired to create strong emotional ties to products and brands. The emotional engagement of consumers is reinforced with technology development, reliability, functionality and quality of products (Silverstein & Fiske 2005). The income rise of households, changes in demographics and roles of gender have created conditions for new potential customer segments to emerge the luxury market. Changes in cultural values, attitudes towards consumption along with the rise of emotional needs and experiencing luxury have changed luxury thinking. One does not need to feel guilty when consuming luxury products and services (Silverstein & Fiske 2005).

The origins of New Luxury can be tracked to 1990's, when Joseph Pine and James Gilmore (1998) first introduced the idea of Experience Economy. Their idea was that customers look for more than the ordinary service and instead, are willing to pay more for the experience in service. The customer experiences that are created matter the most. Pine and Gilmore explain experiences through two dimensions. Customer participation, in which customers actively play a role when creating the performance, that leads to experience. The other dimension is connection, which unites customers with performance. Based on these two dimensions experiences are sorted into categories. With this categorization, service providers can distinguish between active or passive participation of customers in the performance that leads to good experience (Pine & Gilmore 1998, 101-102).

Pine & Gilmore (1998) took their idea a step further and introduced the concept of the Four Realms of an Experience (Figure 1), in which they sorted experiences into four broad categories based on the two dimensions (active/passive) of experience.

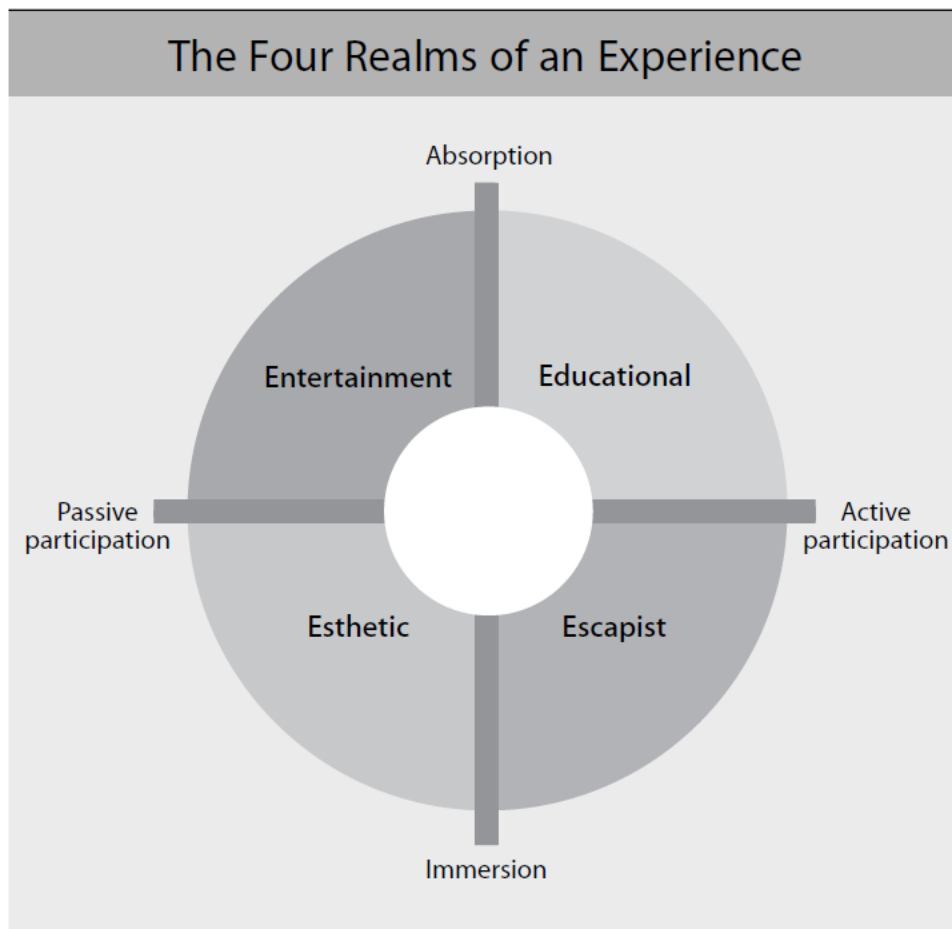


Figure 1. The Four Realms of an Experience (Pine & Gilmore 1998, 102)

In entertaining experiences, customers tend to be passive and their connection is likely to be one of absorption. Educational experiences involve more active participation of the customer, but the involvement is not in the immersed side. Escapist experiences can be both entertaining and educational, but require greater customer immersion. If one minimizes customer's active participation in an escapist event, it can become the fourth type of an experience: aesthetic. This experience refers to an environment such as an art gallery, in which the experience is created through aesthetic features. Ideally, greatest experiences are those that incorporate the aspects of all four realms. Already at that time, Pine & Gilmore (1998) claimed that experience design is becoming as important as product and process design are (Pine & Gilmore 1998, 102).

Christian Grönroos argues, that “all services are perceived as either positive, neutral or negative experiences” (Grönroos 2007, 12). From that perspective, any service is an experience. According to Grönroos the context also matters. In his opinion, service organizations operate in ordinary economy instead of experience economy (Grönroos 2007, 12). Further, Grönroos explains that managing customers is a process where all functions of the organization are involved, whether visible or invisible to the customer. The perception of the quality and value of the service is incorporated through a host of activities (Grönroos 2007).

When the economic value of services became greater than other activities, the focus of marketing shifted from goods to services. Even researchers started to emphasize perceived service quality from customer’s perspective (Zeithaml & Bitner 2003). “Understanding value and the nature of relations between people and other people, between people and things, between people and organizations, and between organizations of different kinds, are now understood to be central to designing services.” (Stickdorn & Schneider, 2013, 51).

Fiske and Silverstein (2005) tried to understand the emotions attached to new luxury consumers. They identified four “emotional spaces”: taking care of me, connecting, questing and individual style. Taking care of me refers to therapeutic consumption, which reduces the pressures of everyday life. Connecting has to do with the increasing role of the emotional relationship connected with luxury products and services. Questing relates to excitement of consuming and the actual experience of it. Individual style has to do with consumers’ identity. This does not have to do with the desire for status, but more with aligning themselves with the desired social groups with similar values (Silverstein & Fiske 2005).

A panel discussion of hospitality industry leaders in the United States tried to define new luxury perspectives. One notion is that various communication channels have become more accessible. You find services easily online and they can be customized according to your needs. New Luxury is more inspirational in nature, less formal and provides individual experiences (Devis 2013).

The panelists claim that new luxury customers are “globally minded and culturally aware”. To a service provider this means that you have to be there, where the customers are and quality features have to be equally maintained, no matter in which market segment you are. It is more important for a hotel guest to leave with an experience that supports his/her self-esteem than what kinds of amenities are provided at the hotel or in the hotel room. New luxury customers appreciate locality in products and services. Aesthetics in the form

of design, interior or art are important. Customers have become more environmentally conscious and focused. Service providers have to come out with socially responsible initiatives and the importance of environmental certification programs is highly recognized (Devis 2013).

Danziger (2005) argues that the actual paradigm shift is the transition to a more individualistic and experiential concept of luxury. Products and brands are only catalysts for experiences, which the consumer then interprets as luxury. According to Danziger (2005) experiences provide more value than things. Experiences have a greater social value, whether it has to do with social relationships or identity construction.

Customers have already realized that the combination of immaterial consumption and experience provide greater happiness than buying a traditional luxury product (Danziger 2005). Senses like taste, smell, touch, sight and hearing are still important in the new luxury experience. Emotions generated in various experiences are of great importance. This creates a logical route to the combination between new luxury and service design thinking, when searching for user-centric ways to create and manage the experiences of new luxury consumers.

### 2.3. Tourism and Luxury

Definitions of luxury have to do with comfort, aesthetics, emotions, experiences and price. All those concepts are in close connection with hospitality and tourism. The developments within the luxury concept reflect developments in the society and obviously, have an effect in tourism (Swarbrooke 2018, 5-10).

As a global phenomenon, the history of tourism varies from region to region. In 1950's international leisure travel was an opportunity for a minority of the world population. The growth of mass tourism increased the volumes and the nature of tourism as well as the idea of luxury tourism changed. This "New Tourism" of the masses forced the traditional "Luxury Tourism" to change (Swarbrooke 2018, 18-20).

The way the concept of luxury has changed, has its implications also in tourism. What was considered as luxury travel by the end of last century, has become available and within reach to large potential groups of people. According to Swarbrooke (2018), luxury travel is more about "how and where" -travel and all tourism can be considered as luxury. Nowadays, luxury tourists appreciate renting apartments from locals (eg. Airbnb), they want to

arrange their itineraries by themselves, they are after local food, and experiences attached to it. Finally, sustainability issues and ethical behavior are rising amongst tourists in various forms of trying to minimize the damage to the environment (Swarbrooke 2018, 22-34).

Individual experience of luxury influences the development in tourism as well. People view luxury in tourism subjectively based on their personality and ways of perceiving experiences. The impact and inter-relativity of factors such as technology development, media and geography are changing the behavior of people and challenge the present status of luxury in tourism (Swarbrooke 2018, 44).

### 2.3.1. Luxury Destination

The historical reputation of a tourist destination is important to its image. The stronger this image is, the longer the destination continues to be considered as luxury. Along with historical reputation, factors such as geographical accessibility, perceived uniqueness, quality of built environment, media representations and profile of visitors determine the luxury of destination (Figure 2).

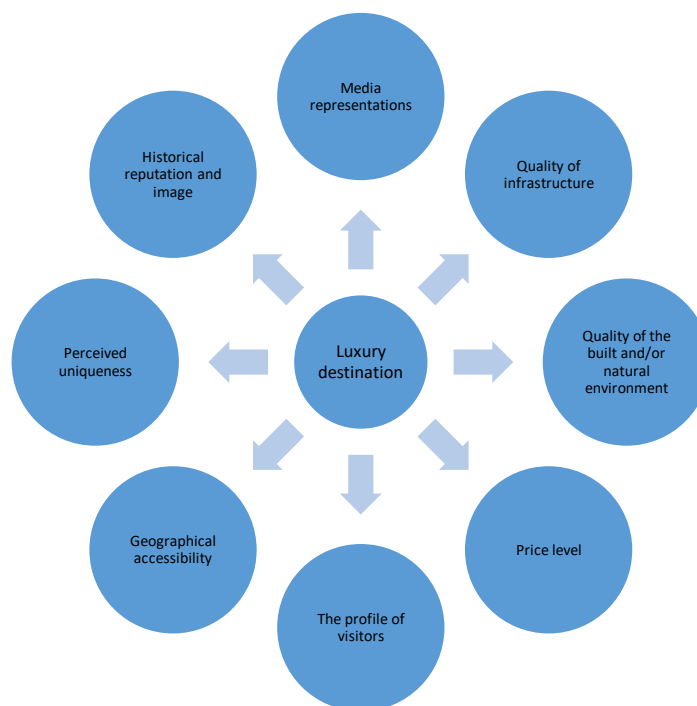


Figure 2. Factors that may determine if a destination is seen as a luxury destination (Swarbrooke 2018, 102).

Swarbrooke (2018) claims that there is a decline in brand loyalty of tourists to destinations. People look for new destinations instead of the traditional ones. At the same time, a destination becomes luxury based on emotions and experience rather than five-star hotels and other tangible luxury features.

The subjectivity of luxury experiences described by Swarbrooke (2018) is supported by the study of Iloranta (2019). In her article, she claims that luxury experience includes issues like time, space, authenticity, community, individuality and well-being (Iloranta 2019, 2; Yeoman & McMahon-Beattie 2018). New luxury in a destination has moved from materialism to experiences and aspirations (Iloranta 2019, 2).

Luxury tourism services in destinations aim to give customers “authentic, unique, extraordinary and holistic experience” (Iloranta 2019, 7). Sustainability and storytelling are features that have become more meaningful and enrich the customer’s experience. According to Iloranta (2019) even service providers have started to consider luxury in a new way. New service innovations and even the development of existing service offering have to understand the context in which they operate and how luxury is attached to it. Similarly, customer expectations of luxury and even the luxury experiences of providers’ themselves are studied in depth, when developing the service offering.

As traditional luxury has become available for all of us, and the New Luxury thinking drives the development of this tourism segment, the destinations have put lots of emphasis and resources to innovate new luxury products and services. The present luxury market is a significant segment in the tourism industry even in financial terms. The money spent in luxury travel and tourism is 25% of all international journeys. Luxury tourists spend eight times more per day than regular tourists (ILTM 2011).

It is essential that management and employees in organizations have a holistic view on New Luxury. This mindset should be an integral part of business on all levels and guide the behavior of staff in all encounters with the customer. It is good to remember that even details of service are important, when creating a holistic new luxury experience (Adams-son et al 2018, 23).

### 2.3.2. Luxury Tourism in Finland

The importance of tourism industry for the Finnish national economy has increased steadily during the previous years, being 2,6 % of the national Gross Domestic Product (GDP) of Finland. Finnish tourism employs about 5,5 % of the total potential labor force in the

country and there are approximately 28 500 tourism companies including private entrepreneurs in Finland (WSP Finland 2019, 9). Finland has potential to become the most attractive travel destination among the Nordic countries. There is growing international interest towards Finland, in new markets as well. In 2018 the number of nights spent by non-residents increased by 1,3% reaching the figure 6,8 million (Business Finland 2019b).

Finland has four unique tourism regions: the Helsinki region, Lapland, the Finnish lake-district, and the coast and archipelago, which all have potential to attract increasing numbers of tourists. According to Statistics Finland, domestic tourism has a central role, when it generates 69 % of the total demand in Finland (Statistics Finland 2019a). Almost one-fourth (23 %) of domestic leisure travel focuses on Helsinki Region (including Uusimaa), which attracts even the domestic tourists the most (Statistics Finland 2019b).

Trends such as climate change, responsible business and neighborhood travel have increased domestic travel in Finland. However, those trends have not been fully utilized. Societal pressure to minimize individual carbon footprint increases travelling by train and other public transportation means. According to tourism entrepreneurs, accessibility of destinations in rural areas is a challenge, when enough alternatives for public transportation are not available. Sharing economy and the availability of various digital platforms create opportunities for different kinds of earning logics compared to traditional ones (WSP Finland 2019, 44).

“Luxury + Finland = Pure and Simple” (Visit Finland 2019) - this is how Visit Finland connects luxury and tourism. It is about “luxury getaways” including high quality of service experiences and a unique combination of solitude and urban encounters. The ways how luxury is defined and valued across the globe varies, but culture is a significant determining variable in the consumption of luxury. Finland is not a typical destination for traditional luxury tourism. According to Iloranta (2019) Finnish culture has features such as equality, democracy and perception of luxury that offer Finland an alternative and unique way of creating luxury experiences for tourists. Even the National Tourist Board has put emphasis in developing luxury tourism in Finland (Iloranta 2019, 2).

Visit Finland and the experts at Haaga-Helia University of Applied Sciences created criteria and recommendations for luxury travel in Finland. The criteria is a combination of aspects of traditional luxury and dimensions of new luxury (Business Finland 2019c). New Finnish luxury in tourism is about experiences, which highlight the authenticity, nature- and cultural values, excellent service quality and storytelling. Customer is an integral part of the co-creative planning process and luxury services are customized based on individual needs and aspirations (Adamsson et al 2018, 8).



Employees in organizations should have a holistic view on new luxury and this should show in all customer encounters (Adamsson et al 2018, 23). Sustainable development perspective is an essential part of responsible tourism business in destinations. Standards, such as ISO 14001 and ISO 26000 amongst others, are carefully thought about as tools to build competitive edge for Finnish tourism organizations (Adamsson et al 2018, 17).

#### 2.4. Sustainability and New Luxury

Sustainability is a complex concept and definitions vary. The World Commission on Environment and Development defines sustainability as “a process to meet the needs of the present without compromising the ability of future generations to meet their own needs” (UNEP 2005, 8). Sustainable development as a term has been in use since the mid-1980’s as a part of environmental policy discussions generated from the Brundtland Report (Baker 2006, 6).

The main idea of sustainable development is to include environmental considerations in societal changes. Promoting sustainable development bases on three pillars (Figure 3). The Social, which in its positive meaning relates to respecting human rights and equal opportunities for all. It focuses on alleviating poverty and emphasizes the importance of local communities in maintaining their life supporting systems. The Economic pillar is about generating prosperity in the society when it affects in a positive way. In the center is the ability of enterprises to maintain their economic sustainability in the long-term. The Environmental pillar focuses on conserving and managing non-renewable resources. It is about actions to minimize pollution of air, land and water. These acts focus also on conserving biological diversity and natural heritage (World Commission on Environment and Development 1987; Baker 2006, 7).

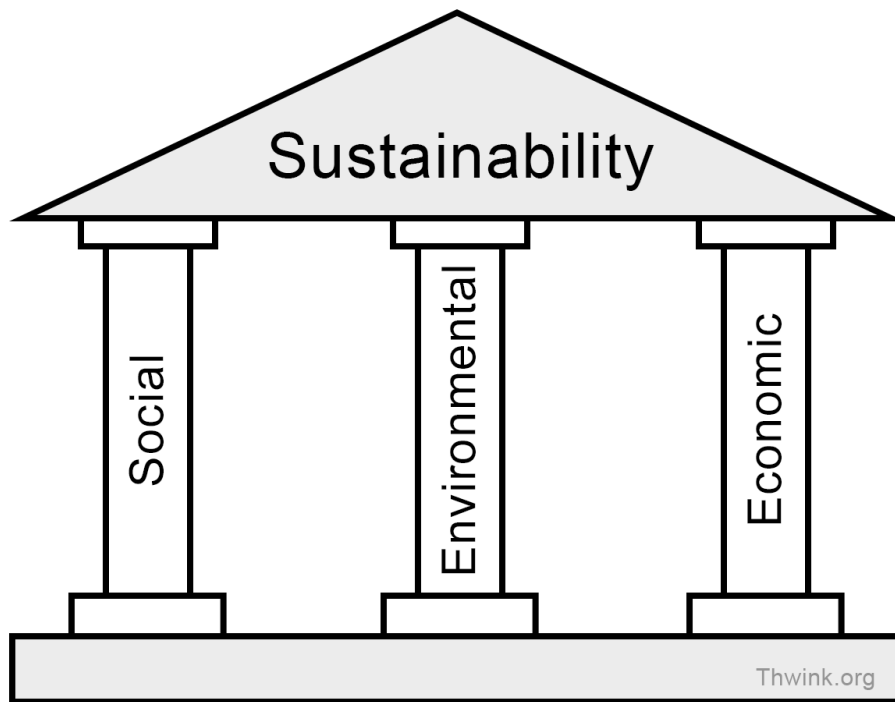


Figure 3. Three Pillars of Sustainability (Thwink.org 2019).

Global tourism is about 10 % of the world’s economic activity and a significant source of employment. Obviously, it has a major impact on environment, wellbeing and culture of nations. As tourism plays a significant role in sustainable development, the United Nations Environment Program (UNEP) and the World Tourism Organization (UNWTO) initiated a program to integrate environmental sustainability into decision-making in tourism industry (UNEP 2005, 2).

The program published the Guide for Policy Makers (2005), which highlights that the three dimensions of sustainable development - The Social, The Economic and The Environmental – are interdependent, but also compete with each other. It is challenging to tourism sector to balance with all these three, when delivering sustainable products and services (UNEP 2005, 9).

The contribution of tourism to local destinations puts it in a significant position from sustainable development perspective. Tourism connects customers and industry itself to the environment and local communities. The relationship between tourism and sustainable development creates opportunities for stakeholders to become conscious of environmental issues and affecting attitudes. Tourism can be both a considerable threat and a huge opportunity for sustainable development. On the positive side, this relationship provides a mine of opportunities for innovations in tourism sector (UNEP 2005, 9-10).

The World Tourism Organization defines sustainable tourism in this way: "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (UNEP 2005, 12). In order to achieve this goal, the partnerships between the stakeholders at the local level are essential. National governments should foster and facilitate this process (UNEP 2005, 126).

Considering the research questions, utilizing the idea of combining new luxury and sustainable development to direct tourists towards more responsible ways in consuming may even lead to new ideas compared to traditional touristic attractions in destinations.

## 2.5. Second Hand Shopping

From historical perspective, there has been a tendency to think that the trade in used goods is secondary to trading in wholesale and luxury items. However, the expansion of trade and fashion in the Middle Ages (from 5<sup>th</sup> to 15<sup>th</sup> century) brought second hand dealers in the medieval cities. Even at that time, the trade in used clothing and goods was an expansive business area. Selling, loaning, renting and refurbishing second hand goods shaped the economy of urban families in the Middle Ages (Staples 2015).

According to other scholars and researchers, consumption of second hand clothing started in the Renaissance era (14<sup>th</sup> – 17<sup>th</sup> century). There are records of second hand trade in cities such as Florence, Venice, London and Madrid (Frick 2005; Palmer & Clark 2004). Ekholm (2019) states that second hand selling of clothing was a typical start-up trade for immigrants. There were hardly any barriers to entry for that business segment (Ekholm 2019, 74).

The popularity of second hand shopping is growing. The rise of environmental issues such as sustainable development, circular economy and climate change have increased the willingness of people to reuse and recycle items such as clothing, furniture, household items and similar. This development has expanded second hand trade in various forms globally. Thrift and vintage shops, flea markets, antiques boutiques, retro shops and yard sales are common in major cities all over the world (Appelgren & Bohlin 2014). The variety of goods sold in second hand shops vary from undesired stuff that people want to give away or objects that have no more social value or economic necessity to antique or design artefacts of high value (Appelgren & Bohlin 2014).

According to Guiot & Roux (2010) second hand market has evolved into significant market and a trend that makes it acceptable to resell and recycle. Second hand shopping consists of “not buying new” (a product dimension) and “frequencing channels with distinctive characteristics” (a sales dimension). They define second hand shopping as “the acquisition of second hand objects through methods and places of exchange that are generally distinct from those of new products” (Guiot & Roux 2010, 356).

There are several shop types, which are part of second hand market and are typically mentioned in this connection. Second hand shops are defined by Merriam-Webster dictionary (2019e) as shops that sell goods that are “acquired after being used by another – not new”. Thrift shops are defined as “shops that sell second hand articles and especially clothes and are often run for charitable purposes” (Merriam-Webster dictionary 2019c). Consignment shops are shops “to which people bring items that they no longer want (such as old clothes, shoes, and equipment) to have them sold”. It is typical for consignment shops that people bringing in items get a part of the sales profit for themselves (Merriam-Webster dictionary 2019f). Vintage shops sell “collections of contemporary things” (Merriam-Webster dictionary 2019d) that are considered as antique or are from a certain period of origin or manufacture.

Second hand market is not a marginal market anymore. “Second hand clothing market in the United States has grown 21 times faster than retail sales of new clothing over the past three years” (Linnenkoper, K. 2019). ThredUP, which is the largest online thrift store estimates that second hand clothing industry in the United States is worth 45 billion € by the end of 2023 (Linnenkoper, K. 2019). No wonder, why they call these decades “The Golden Age” of Second Hand Shopping (Linnenkoper, K. 2019).

#### 2.5.1. Second Hand Shopping in Finland

The history of second hand shopping in Finland is young compared to Central and Southern Europe. Ekholm (2019) claims that the origins of second hand trade in Finland go back to 19<sup>th</sup> century when Finland was the Grand Duchy of Finland under Russia. At that time the Jewish families in Helsinki were connected to the Russian military in different ways. According to Ekholm (2019) the Jewish colony started trading the clothing used by the Russian troops stationed in Helsinki area at a second hand market place called Narinkka, which was situated in downtown Helsinki (Ekholm 2019, 2). Even today, there is a place called Narinkka market place (Narinkkatori) next to the Kamppi shopping mall in downtown Helsinki.

Ekholm (2019) discusses that “Retired soldiers and their families started up small businesses on these premises. The city of Helsinki especially designated Narinkka as the site for Jewish trade in the 1870s. The city of Turku also had its own version of Narinkka. The Bensky made their living at Narinkka” (Ekholm 2019, 78).

Along with the Jewish colony in Helsinki, the Finnish Salvation Army has a longer tradition in second hand trade, when they started the Christmas Kettle (Joulupata) tradition in Helsinki in 1906 (Finnish Salvation Army 2019). In the 19<sup>th</sup> century Helsinki second hand market was a part of informal economy, which included “the world of prostitution, narcotics and stolen goods” as well as urban poverty (Ekholm 2019, 75).

Now, over hundred years later the present Finnish second hand market consists of municipality owned recycling centers, second hand shops run by non-profit organizations and private entrepreneurs, thrift stores, flea markets, consignment stores and vintage shops. Just recently, business organizations have entered the market and started recycling their own brand products inside their premises. (Iittala 2019a; Iittala 2019b). There are no comprehensive statistics available of the value of the total second hand market in Finland. According to research by the University of Tampere and the Finnish Trade Union the value of customer-to-customer (C2C) sales is 370-480 million euros, depending on the way of calculating the figures (Saarijärvi 2018).

#### 2.5.2. Second Hand Shopping as an alternative visitor attraction

When considering second hand shopping as an alternative visitor attraction, it is important to study the motivations of individuals when buying second hand goods. Several factors can be identified, when examining the motivations of second hand shoppers.

Guiot & Roux (2010) name 14 different motivations that trigger the needs to buy second hand. Ethical and ecological along with avoidance of conventional channels are considered as critical motivations. “Experimental motivations” such as nostalgic pleasure, self-expression, social contact, stimulation and treasure hunting are desirable, because of their character, which supports the customer’s individuality. The potential for nostalgia, geographical “Economic motivations” like fair price, bargain hunting and recreational benefits have to do with customer’s need to satisfy their primary needs with less money. Guiot & Roux (2010) claim that all these motivational factors have enabled the increase of the market. They also point out that this gives a competitive edge for Second Hand retailers compared to traditional retailers (Guiot & Roux 2010, 358-359). Based on Kopytoff’s (1986) findings Guiot & Roux (2010) highlight the potential for nostalgia amongst second

hand shoppers, which makes the value stemming from rarity, historical and geographical or biographical origins essential in this context (Guiot & Roux 2010, 356).

Hansson & Morozov (2016) emphasize the importance of utilitarian and hedonic values of shopping second hand. Utilitarianism is “a doctrine that the useful is the good and that the determining consideration of right conduct should be the usefulness of its consequences.” (Merriam-Webster Dictionary 2019g). Hedonism is “a doctrine that pleasure or happiness is the sole or chief good in life.” (Merriam-Webster Dictionary 2019h). In other words, if shopping creates an experience that includes happiness and pleasure, the action is right.

Utilitarian values have to do with functional and tangible features such as efficiency and time resources. In this context, an individual shopper appreciates convenience, selection of customized products and services, and cost-saving. Hedonic values are connected with experiences. It is about stimulating shopping environment, adventure and excitement or socializing with friends when shopping. Here, an individual shopper wants to feel good when shopping and enjoy finding perfect goods for her/himself or even gifts to friends (Hansson & Morozov 2016, 5-6).

Adamsson et al (2018) emphasize the co-creative planning process with the individual customer or customer groups. Customer is an integral part of the co-creative planning process and luxury services are customized based on individual needs and aspirations (Adamsson et al 2018, 8). Similarly, when designing products and services, a holistic view is essential. All stakeholders and actors in the design process should be considered accordingly.

Luxury features, experience-based connection between Tourism and Second Hand Shopping along with the consistency of developments in both industries create a logical path to Service Design Thinking as a cross-disciplinary practice in this research. The following Methodology part describes the methods and tools that are used, when the path continues towards conclusions of this research.

### 3 Methodology

This chapter describes the service design thinking philosophy and explains the methodology used during the research as well as data collection. This is a qualitative research, which tries to find an answer to the main research question: How can second hand shopping experiences add value to the attractiveness of a destination? Research consists of literature on luxury, tourism and second hand shopping as well as observations and theme interviews.

Firstly, service design thinking philosophy is explained and how service design as a method provides tools to help the designer slip into the customer's shoes and understand their individual needs including experience, feelings and emotions. Observation as a tool is introduced and theme interview as a method is presented. Finally, the data collection process is described.

When doing research of an empirical phenomena qualitative approach is usually at its best (Alasuutari 2011, 84-85). Qualitative research method gives the researcher an opportunity to create valid results out of a small amount of cases (empiria) without losing the scientific perspective. Similarly, qualitative research method gives the researcher lots of freedom to flexibly plan and execute the research (Alasuutari 2011, 84).

Depending on the selected tools, service design as a method is applicable to both quantitative and qualitative approaches. In this research, selected tools (observations and theme interviews) are used to study an empirical phenomenon: second hand shopping as a complementary visitor attraction. Therefore, the focus is on experience. Service design provides tools to help the designer (researcher) slip into customer's shoes and understand their individual needs including experience, feelings and emotions. The use of service design tools makes it possible to highlight the end-user perspective when designing services. The researcher is one participant in the co-creational process.

#### 3.1. Service Design Thinking

The main idea of service design thinking is to create new or develop existing services more useful and more desirable for clients (Moritz 2005). Services are not tangible and they are created through interaction between customer and service provider (Stickdorn & Schneider 2013, 36). Motivated service staff that has adopted the service design mindset always considers the users first.

“Service Design is an interdisciplinary approach that combines different methods and tools from various disciplines.” (Stickdorn & Schneider 2013, 29). Being a cross-disciplinary practice, service design is explained and defined in many ways. It is about a mindset that thinks about users first. It is an iterative process driven by design mindset, including repetition, deepening and explorative actions. Service design is a human centric management approach, which includes lots of collaborative and team work (Stickdorn et al. 2018, 21-22). In practice, service design thinking philosophy applies to everything. Service design as a method provides tools to help the designer slip into the customer’s shoes and understand their individual needs (Stickdorn & Schneider 2013, 37).

Stickdorn and Schneider (2013, 34-45) illustrate service design thinking through five principles: user-centered, co-creative, sequencing, evidencing and holistic. A user-centered approach offers an opportunity to speak the same language with service users. The service should be experienced through the customer’s perspective. Each customer group may have different needs and expectations for a service. Co-creative approach considers this as well as various stakeholders that are present in the service process. They may be invisible to the customer, but their role may be crucial in the expected outcome.

According to Stickdorn and Schneider (2013) the service timeline is important, when designing services. Sequencing approach constructs the service process into interactions and service moments. All service processes can be divided into pre-service-, actual service- and post-service periods. Various actors in the process and even on the backstage are identified in detail. Evidencing approach is about making intangible tangible. This principle has to do with physical evidence and artefacts like souvenirs, give-a-ways and similar. This approach has to do with strengthening customer loyalty as well. Evidencing is about making the value of the service visible.

The holistic approach is about maintaining the big picture so that the whole service environment is considered. Customers perceive the service environment with all their senses by seeing, hearing, feeling, smelling and tasting. From service provider’s perspective, this means considering the organizational culture and values of the employees. As Stickdorn and Schneider (2013) state all this: “Service design thinking supports the co-operation of different disciplines towards the goal of corporate success through enhanced customer experiences, employee satisfaction and integration of sophisticated technological processes in pursuing corporate objectives.” (Stickdorn & Schneider 2013, 45).



### 3.2. Method implementation

According to Hirsjärvi & Hurme (2008) the researcher has to be able to document, how he/she has decided to use certain classification and describe the environment of the research object. The quality of data has to do with the reliability of the research (Hirsjärvi & Hurme 2008, 189).

Observation visits and theme interviews to various second hand shopping places provide data collection from the end-use (customer perspective) for the study (see Appendix 1. and 2. and 3.). Observations and interviews complement each other and therefore these two qualitative research methods are chosen to this study. Literature, relevant research and articles as well as desk study (media clips, browsing relevant webpages etc.) provide data to justify the reliability of the research and to support the findings of the study.

### 3.3. Observation

Observation is a useful service design tool when gathering data on how people behave in natural environments, in this case in second hand shops. Observations are often used to support and complement the conducted interviews. Observation techniques can be used to study and gather information of a certain activity performed by one person or more. It is a useful tool not only to identify how customers behave and use the service, but also how employees are providing the service (Ojasalo et al 2014, 114).

Ojasalo et al (2014) distinguish between “passive” and “active” observations (Ojasalo et al 2014, 116). When doing passive observation, the researcher acts like an outside observer without any active participation, whether as a customer or other type of actor. In participatory observation, the researcher has a role, whether as an employee or a customer and is active in the service process. In this study the researcher was acting as a customer and conducts participatory observations in the premises.

The objective of the participatory observation visits to the premises was to concentrate on the customer experience of the customer journey as well as in the behavior of other visitors. According to Ojasalo et al (2014, 116) the structure outlines the observation targets and categorizes the data. The observation was structured based on issues before, during and after observation. The observation form describing the structure and categories is in Appendix 2. The observation results are presented according to the observation form.

Before the actual observation visits to the premises, information was retrieved from different channels in order to find second hand shopping premises. The idea was to act as a visitor who wants to see and experience the second hand shops in the destination. Getting advice by others by word of mouth, checking the websites of the second hand shops in order to find information about the opening hours or the location as well as social media channels to find information about the shop type and its selection were used.

The exact amount of observation visits was not decided beforehand, because the variety of shops is so variegated. They were chosen randomly of which most of them were situated in the Helsinki Metropolitan area. Eight premises were chosen based on word of mouth influence, four shops were selected after browsing with keywords and then entering to shop's website in the internet. Four shops were chosen just by walking on the street and paying attention to a shop. Other premises were selected through news in media, social media (Facebook, Instagram) or combinations of them. Visits were decided according to the schedule of the researcher.

One criterion in this study was that some of the places are run by entrepreneurs, or business companies and some of them are run by charity or other non-profit organizations. In order to benchmark the concept of second hand shops in another culture and country observation visits abroad was made. Benchmarking was done in Sweden (Stockholm and Eskilstuna) because of the timetable and easy accessibility. Twenty (20) observations were made to nineteen (19) different places during the period from 3 June 2019 to 21 October 2019.

During the observation visits in the premises the focus was on the holistic experience by seeing, hearing, smelling and paying attention to kinesthetic elements that affect the experience and how smoothly the customer journey proceeds during the visit. The focus was also on the hospitality attitude, the personal assistance of staff and the habitus. Other visitors' behavior was remarked whenever it paid researcher's attention. Duration of observations in the premises varied from twenty (20) minutes to four (4) hours depending on the schedule of the researcher as well as on the size of the premises and how smoothly the customer journey proceeded.

According to Ojasalo et al (2014) it is important to document as much as possible during the observation with making notes and taking photos. Written notes of the visit experiences were marked down after each visit. Photos were taken in order to memorize some details of the visits. When observing and taking some photos during the visit, the privacy

and wellbeing of other customers as well as personnel working in the premises was respected. Since the places are open to public those observed would expect to be observed by strangers.

After the actual observation, it is important to write down all findings and ideas as soon as possible. It is good to consider afterwards, whether there is a need to explore something further or do another observation to complement the present findings (Ojasalo et al 2014, 115-117). One place was visited twice in order to get another point of view of the shop.

#### 3.4. Theme interviews

The characteristics of a theme interview are based on the assumption that all interviewees have experienced the same situation or phenomenon. The main elements of the research object, structures and processes, content and situation analysis have been tentatively sorted out. This allows the researcher to have a holistic view of the phenomenon and make certain assumptions of the research object. Based on this the main themes for the interview have been developed, which then guides the discussions (Hirsjärvi & Hurme 2008, 47).

Eskola & Suoranta (2014) highlight the responsibility of the researcher to cover all selected themes in the interviews. A back-up list of issues to be discussed under the selected themes was used, which worked as a guiding tool during the interview (Eskola & Suoranta 2014, 86). The selected aspects for the interview are presented in Appendix 1.

The themes of the interview were based on the three principles of sustainable tourism defined by UNEP (United Nations Environment Program) and UNWTO (World Tourism Organization of United Nations): economic, social and environmental (UNEP 2005, 9).

These themes were selected in order to find out how these aspects apply to second hand shopping. The interview also included supporting questions about those elements that may have experimental added value to a customer when visiting second hand shops (Appendix 1).

Social aspects included questions about new luxury themes such as cultural tradition, craftsmanship and design artifacts, which also form the identity of the user through consumption. Attitudes on goodwill and charity were considered as part of the identity building of an individual in the society. Environmental aspects included supporting questions about awareness and attitudes to ecological solutions in consuming. Economic aspects included supporting questions about buying re-used products and the personal use of money and

time (Appendix 1). The interview themes included four realms of an experience (entertainment, educational, escapism and aesthetic) by Pine & Gilmore (1998) in order to find out new luxury elements in second hand shopping.

Five individuals were selected for individual theme interviews by sending written messages and asking if the recipient of the message or someone they know, would like to attend this study. Invitations to the actual interview were then sent with a written message to selected individuals. The content of the message included a short explanation of the type of the research (bachelor's thesis), title and main objective, format (theme interview), time and place, permission for voice recording and guarantee of anonymity. Themes were not defined to interviewees beforehand the meeting.

One criterion for selection was that all interviewees had previous experience on second hand shopping either in Finland or abroad. Other criteria were different age groups, different life phases and different fields of expertise at work. Gender was not a criterion, and three of the interviewees were male and two of the interviewees were female. Positive readiness to share their experiences of second hand shopping determined these interviewees.

It was made sure that all interviewees are Finns and live in Finland, because the focus of the research is on enhancing the domestic market and how it could be developed for new luxury tourism in Finland. All interviewees were globally minded because of their background, expertise at work or specialization in their studies. They had all been travelling around the world. Most of them had also been working or studying abroad. This was not a criterion, but it broadened the assumptions of second hand shopping in general and gave many insights to this study.

The duration of each interview was about one hour. This was planned beforehand and also informed and together accepted with the interviewee before the start. After each interview it was assured that they were saved and recorded by listening to them by the interviewer. After this check the five (5) hours of recorded interviews were transcribed. The material was approximately five (5) pages (with line spacing 1,5) of each interview. The issues that came out concerning the themes in the interview back-up list (Appendix 1) were highlighted and marked in the transcribed text with a pen. After this they were thematically arranged and organized on the wall with post-it notes under each theme in the interview back up list. The themes in the interview back up list were economic, social and environmental aspects as well as the four realms of an experience (Appendix 1.) From

this sorting it was possible to search for findings and insights that have a connection to new luxury elements.

### 3.5. Research process

The following figure (Figure 4) visualizes the thesis process. The figure is based on the Double Diamond model introduced by the Design Council (2019) and modified by the author. The process is divided into four phases: discover, define, develop and deliver. The diamonds illustrate how the process flow and author’s thinking first widens and then narrows to the point where the next phase starts. After the research question (problem) has been defined, the researcher widens the scope through the exploration of theoretical framework (discover). In the define phase the researcher discards the collected information and narrows the scope before entering to the second diamond (problem definition and design brief). In the develop phase theme interviews were conducted and results were analyzed to allow deliver phase to narrow down into conclusions and recommendations. The timeline underneath the figure illustrates how the process was proceeded through different phases. The arrows in the figure illustrate the iterative nature of the process. In different phases of the research process the author had to return to earlier phases in order to proceed to the next phase.

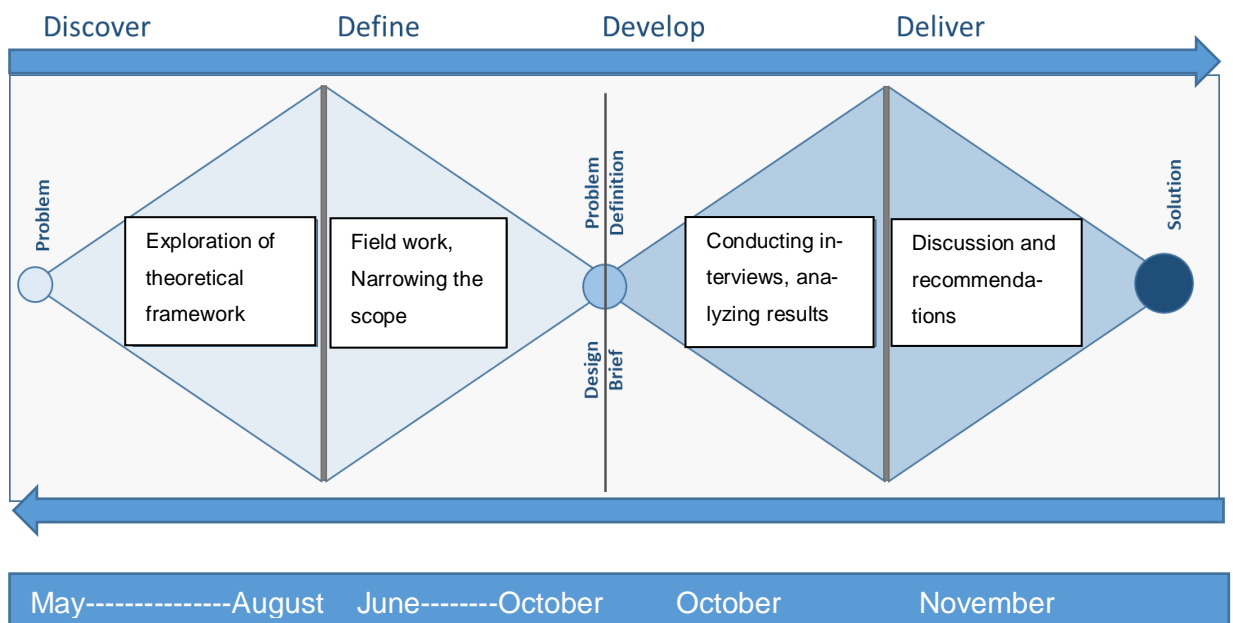


Figure 4. Research process and timeline.

## 4 Results

The findings of observations and theme interviews are presented in this chapter in a written text format, so that the reader can build the picture of the varied aspects and perspectives of the whole theme of second hand shopping and what the new luxury issues are that come out from this study. There were many ideas and results that could be developed further depending on the perspective and interest in the tourism sector. As mentioned earlier, the interviewees were willing to share their experiences as locals as well as travelers in the context of second hand shopping.

### 4.1. Observation results

Observation results consisted of visits in 19 different types of second hand shops (Appendix 3). They were made by the author according to the observation form (Appendix 2).

#### 4.1.1. Before the observation visits

In order to find the location of second hand shops the internet was used. The websites and the used social media channels seemed diverse. The language and terminology on websites and social media are vague and in disorder. Concepts such as second hand, consignment, flea market and vintage shop were used confusingly in Finnish language and the real concept of the business became clear only after the visit. Since the social media marketing is not the objective of this study the influence of the preconception was left without further studying before the observation visits. The focus of this study was in the customer experience inside the premises.

The accessibility of the shops varied during each customer journey. One of the nicest experiences was visiting a second hand shop by bike with friends. It felt like going on an adventure on a summer day. There were premises with easy access in downtown Helsinki close to traffic nodal points and public transportation services. The location in suburban areas offered free parking areas for visitors with cars. Free and spacious parking place was mentioned as a positive experience: *“a lot of free parking places - great!”*

When arriving to Sweden observation visits were made by car because of the schedule of the author. The access to different types of second hand shops in Eskilstuna was comfortable since the shops were next to each other inside the ReTuna shopping mall. There was

also free and spacious parking place outside the mall. The visits to Stockholm were concentrated along a certain shopping street in downtown. It was easy to experience different types of second hand shops in a short time because of this concentration (Appendix 3).

#### 4.1.2. During the observation visits

There were shops where the staff did not greet the incoming customer at all. In some shops the staff seemed to be very busy doing something else but paying attention to the customers walking in. In one shop, the staff was hanging around together behind the counter and talking out loud about their last weekend's partying experiences. In general, the shops visited in Sweden had customer-oriented focus compared to some shops in Finland. Greeting the visitors with a smile and asking, if help is needed was a normal gesture and procedure in Sweden.

Five (5) out of the twenty (20) shops were mentioned as places with excellent customer-oriented personal service: *"very friendly personnel"*, *"friendliness of cashiers"*, *"very professional and correct personnel"*, *"such a nice chat with the owner"*, *"very helpful personal service"* were written in the observation notes of these mentioned shops. Storytelling about the artefacts was a positive part of the service experience in some vintage shops, for example why, how or when the item found its way to the collection of the shop:

*"What a wonderful storyteller this owner is!"*

Another interesting notion was that friendliness, collaboration and helpfulness was especially memorable where the staff was working on a voluntary basis:

*"Oh how lovely and charming elderly ladies - they are truly serving and working for others!"*

It was an authentic encounter and the customers felt that the staff was concentrating on them and truly taking care of them despite of the fact that there were plenty of other customers as well in the premises at the same time. During the observation visits, some items were taken to two different shops in order to give them forward to charity. In one place, the staff offered a cup of coffee in return and in another place, the personnel just pointed with a finger where they can be laid and did not thank for this gesture.

The habitus of the staff varied in all second hand shops. A noteworthy untidy habitus in general paid attention in some shops negatively. On the other hand, those workers who

had paid attention to this hospitality gesture were remembered and noticed positively. Whenever work costumes, nameplates or any kind of signs were missing to separate the staff from other customers, it had a negative effect:

*“If a customer has to ask from another person in the premises, if he/she is working there, it feels as if the business is not professionally organized or the staff does not care about the visitors.”*

Physical surroundings played a significant role when experiencing all the visited premises in Finland. Based on the ownership most of the shops were tenants in buildings that are not originally designed for shops or located in areas not planned for shopping. This had a remarkable effect on the ambiance of the shop. When situated in these types of buildings the floor plan does neither ideally help the sequence of the customer journey nor the arrangement of items inside the shop. Whenever there were guide signs inside the premises it was helping customers to find their way and the customer journey was proceeding smoothly.

Vintage and company-owned shops were all excellent and in mint condition. However, there were also second hand shops that had put a lot of effort and emphasis on developing the ambiance. In some shops, the atmosphere had an effect that *“it felt like walking to the past or to a movie”*. The interior with other decoration, pictures, lighting with lamps or big windows, chairs and carpets were all matching to the supply. Every little detail and thing was well thought. On the other hand, *“a quite messy, hot and dusty place”*, *“smell of laundry and cellar”* were noted in the observation notes. In most of the shops, clothes were divided according to genders and colours and there were separate sections for vintage clothing, shoes and children’s clothing as well as linen.

Having a possibility for a coffee break between shopping inside the premises surrounded by second hand artefacts felt uncomfortable and a little confusing, especially because the customer journey inside the premises started with walking through the café. Having a short coffee break in a café outside the second hand shop felt much more comfortable and luxurious.

One of the biggest neglects was the lack of spacious fitting rooms in most of the second hand shops:

*“Standing in a queue waiting to try on clothes felt so frustrating.”*



*“Food, clothes, loud disco music, too many other customers, too much everything, long line to the fitting corner...”*

The background music played in some of the shops was loud and disturbing and created a restless feeling. It gave an impression and feeling that the staff was playing music for themselves, not to support the ambiance. On the other hand, in all second hand shops the kinesthetic element of mingling around and touching and feeling the articles for sale was easy since they were not wrapped in plastic, paper or inside of boxes. This felt luxurious compared to shopping experiences in a webshop or in a store selling new items.

It is noteworthy that the clientele in second hand shops was heterogeneous including elderly, young trendy students, middle-aged couples, businessmen and -women as well as families with children. Many elderly customers were spending their time with no hurry and reminiscing their memories from their childhood or interestingly looking at old vintage objects. One could easily distinguish many customers looking for items to buy them only for low price. In one shop there were elementary school children visiting and learning about recycling with their teachers. There were also international visitors from Scandinavia and tourist groups from Italy and Russia in some places. Visitors from Asia were seen shopping at those shops that sell Finnish vintage design items. There were also many collectors who were treasure hunting for certain design products they were collecting. Their shopping baskets were filled with selected items and they were checking all the shelves and items with care. According to the chat and talk there were also some customers that were seemingly planning to find and buy items to sell them further with higher prices.

#### 4.1.3. Observation results after the observation visits

After the observation visits in the second hand shops one interesting point and finding was buying without any pre-intention some items from those shops where the concept was well designed with every little detail. Personal service, attitude of the personnel, product range and interior were in balance and obviously well thought. Afterwards the experiences were reflected through social media marketing. All in all, the visual preconception did not quite meet the actual experience in second hand shops in Finland. The photos were quite embellishing and polished whenever the social media (Instagram) channel was used as a marketing method.

## 4.2. Theme interview results

Theme interview results offered a substantial variety of perspectives. The interview materials were thematically analyzed in order to find out how they meet the three principles of sustainable tourism defined by UNEP (2005): the social, the economic and the environmental pillars.

This thematic analysis complements the results of observations so that theory and empirical findings can meet.

### 4.2.1. Economical aspects

Price became the most important economical factor in the interviews. The feeling of making good savings in second hand shops is a prevailing conception. Along with that, quality was mentioned as an economical aspect by all interviewees as a synonym for sustainable, long-lasting and durable. The utilitarian aspect was strongly present in these answers. One of the interviewees mentioned that 80% of the clothing the interviewee uses is bought as second hand.

*“I have counted savings of hundreds of euros in clothing during one year when buying from second hand shops.”*

*“One can easily find good quality items with much lower prices in second hand shops.”*

*“When I buy something, I concentrate on quality brands which have retail value.”*

*“I think it is so smart to buy quality clothing as second hand.”*

Also the selection in second hand shops was experienced better, broader and more individual than in webshops or stores selling new items, especially those that sell mass made clothing with low prices.

### 4.2.2. Social aspects

A strong need to connect to social groups with similar values is an aspect that attributed the interviewees to each other. The family history and cultural heritage determine choices that some interviewees make as consumers. One can find items that supplement the pieces of personal property inherited or vintage objects, which bring memories from childhood. This was experienced as a part of building one's personal, individual identity and belonging to the continuum of the family.

*“I have learned to visit second hand shops and accustomed to wear second hand clothing already from my childhood and I think it is so cool. My mother bought vintage dresses from vintage shops for parties and I wore beautiful shirts that I found from my grandmother’s closet.”*

Another issue that was identified is the way, how local culture is very much appreciated. Finnish everyday life and the way of living can be reflected through artefacts found in second hand shops. According to one interviewee it is possible to learn what Finns have read, what types of clothes have been made and used and what type of furniture and dishware has been used in Finnish homes:

*“It is like a reality scene of Finnish households. It is like visiting behind the scenes on the backstage. That is so interesting!”*

One interviewee described the appreciation of locality in this way: *“Finding long lasting and durable design artefacts made in Finland or in Europe is so cool, because it is so rare to find them nowadays in this world.”*

Reviews from other consumers have an effect when making buying decisions. Some interviewees follow bloggers, who recommend certain second hand and vintage shops in social media channels. Well thought and nicely designed social media visibility was experienced as a proof of professionalism and a trigger to go second hand shopping to a certain place by one interviewee.

#### 4.2.3. Environmental aspects

Environmental consciousness connected all interviewees. Awareness of environmental values within the social framework one belongs to, has an effect on how second hand market is perceived as a whole. Circular economy awareness seems to be a driving force for the interviewees when choosing second hand instead of something else. Here, the role of the family and its cultural heritage as a sophisticated driver also determines the environmental consciousness. The idea of combining economic and environmental aspects is considered as a smart way of consuming. It is also considered important to identify features of products that have to do with sustainability.

Natural raw materials such as wool and linen in clothing and tablecloths, clay in ceramics, wood in furniture and birch bark in decorative items were all appreciated, since they were considered also very authentic and local Finnish materials. Handmade design products

such as dishware, knitted garment or rag rugs as well as tailor-made clothing were considered valuable because of the talent of a designer, and *“the passion, love and time that has been put to it”*. The overall transparency in the manufacturing process was highly appreciated.

Two of the interviewees resell regularly almost all those clothes and artefacts that are needless and in good condition. In addition to the economic profit, it also brings joy and pleasure when knowing that the material or item can be used again instead of throwing them to waste.

#### 4.2.4. Accessibility

According to the interviewees, most of the second hand shops in Helsinki Metropolitan area are located in suburban areas, where the accessibility is not as easy as when going to a new and regular shopping mall at traffic nodal points.

*“If a visitor in Helsinki asked me where to find a second hand shop selling men’s good quality vintage clothing, I would probably check from Google, because I do not know.”*

The sentence above describes how the second hand scene is scattered around even in the Helsinki Metropolitan area. Even locals do not necessarily know where to find second hand shops selling carefully selected products. This was considered as one time-use element and restricts regular visits to second hand shops. The idea of second hand buses similar to IKEA buses came up in one interview. One of the interviewees was aware of a second hand shopping tours in other cities. Even here, the interviewees connected accessibility to the second hand shops to the shopping culture in Finland today. If second hand shopping is not appreciated as a main stream of consuming politically or culturally, it is challenging to locals to change their everyday habits. On the other hand, this is one reason why the interviewees think that second hand shopping is considered either luxury to those who are able to access those places. For example, according to one interviewee locals in Spain recommend fine quality vintage shops for shopping for visitors instead of going to a regular department store. One interviewee was wondering, if hotels recommend these shops in Finland, because Airbnb hosts do that in other cities and countries.

#### 4.2.5. The Four Realms of an Experience

The four realms of an experience features were identified in the interviews. Reasons for visits second hand shopping were collecting certain design items, treasure hunting, curiosity or connecting with friends and family members who have same values. Visiting second hand shops were considered exciting and entertaining, because of the variety of items that changes all the time. Visits were compared to berry picking in the forest and finding also mushrooms:

*“It is so entertaining and exciting, because you never know what you can find! It is possible to find all kinds of treasures with moderate prices, if only eyes are kept open.”*

*“Collecting items is an endless adventure and you can learn so much from all kinds of designed artefacts.”*

It was also considered entertaining to see children finding something they really like from the shelves of a second hand shop.

*“The items are seldom wrapped in boxes, so children can touch and play with toys and look and read books that they find interesting.”*

One interviewee had an experience of student groups in second hand shops with the entertaining idea of *“finding as ugly clothing as possible”*. According to the interviewee, this might have to do with their way of building their personal individual identity and the need for belonging to a specific “tribe” or social group.

Escaping realm in this context has to do with visiting second hand shops as a contrast to daily life. Having a short break after busy day before going home or visiting the shop just to enjoy the old fashioned and slow atmosphere were experienced valuable. A moment of chatting with the shop owner was mentioned as an intrinsic value of the experience:

*“It is so rare nowadays that someone has time to talk with you with no pressure of buying anything.”*

Educational elements came out in the interviews as an increasing price consciousness as a consumer. Interest towards the culture and history of design products as well as finding the authentic stories behind the old artefacts was considered fascinating also from educational perspective. One interviewee takes children along when visiting second hand shops

in order to teach them that one does not have to buy everything as new. It was also considered as a moment when one can compare and widen the taste of own preferences when looking at items that someone else has used or books someone else has read. This was also considered as building one's own personality and learning from others.

Aesthetic perspective discussions during the interviews were about interiors of the shop premises, arrangement of items in shops, decoration, artefacts in general and fashion. One interviewee was designing home little by little with artefacts found in second hand shops. This was experienced as building "*my own physical environment*", which also reflects the personal and individual identity. Some artefacts for sale in second hand shops were considered very beautiful, because of their rarity or because they were handmade or design artefacts from the earlier decades. Visiting second hand shops regularly and whenever possible was a hobby to one interviewee who likes to decorate home by mixing and matching old and new artefacts.

Most of the second hand shops as premises were not found physically attractive.

*"They are more like warehouses, attic closets or underground cellars."*

*"Most of the second hand shops I have visited are so homemade and old school style. I think they are even worse in rural areas than in urban areas."*

*"Those flea market halls are so freezing and frigid!"*

Paying attention to the interior of the premises was desired by all interviewees. Similarly, it was said by one interviewee that it should be quite easy to update and upgrade the image of second hand shops, because all the elements for updating the premises are already there. It is just a matter of being creative re-using the recycled materials for interior design. There was also a wish that one could take needless items to normal shopping malls or stores without having to carry them by car to recycling centers.

The quality of service in second hand shops was seen as a cultural phenomenon. According to interviewees self-service elements were dominant in second hand shops in Finland. All interviewees would be ready to pay extra for personal service and advice. Customizing shops for certain target groups, for example for men was found important. It was also considered as luxury, when someone had sorted items nicely on shelves ready for you so you would not have to look for them from piles of untidy and messy baskets. According to interviewees, sorting the items that are sold would make the feeling and experience more luxurious. One interviewee had found a shop in Mexico that sold only vintage sun-glasses

and considered this experience close to a luxury experience. This interviewee thought that those vintage sun-glasses were the best souvenir from that trip.

All in all, the ways how interviewees experienced second hand shopping has to do with time well spent alone or with social groups with similar values, excellent personal service with the spice that someone is just listening to you or telling stories. The interaction with another person in the service moment with no rush and hurry was considered as a luxury moment. Clarity and easiness while visiting shops and features, which act as a contrast to hectic daily life, were important nominators. Authenticity and transparency in the manufacturing process of long lasting and durable, high quality objects made of natural materials as well as locality are also issues mentioned by interviewees.

## 5 Discussion and Conclusions

This chapter looks into the results of the study and conclusions are made against the research questions. At the end of this chapter the thesis process is evaluated and researcher's own learning is considered.

The aim of the theory part was to find evidence from literature and academic research to support the main research question: How can second hand shopping experiences add value to the attractiveness of a destination? The focus was on domestic travellers and in the Helsinki Metropolitan area.

The sub-questions were: Can second hand shopping be considered as a new luxury experience? And if so, why? Which elements are relevant, if second hand shopping would be designed as a new luxury experience for visitors in a destination?

### 5.1. Reflection of the research results

From historical perspective second hand shopping has been a part of an attractive destination already in the Middle Ages (from 5<sup>th</sup> to 15<sup>th</sup> century) in Europe. Selling, loaning, renting and refurbishing second hand goods was an expansive business, which shaped the economy, trade and fashion in medieval cities (Staples 2015). According to other researches consumption of second hand clothing started in the Renaissance era between 14<sup>th</sup> and 17<sup>th</sup> century. There are records of second hand trade in European cities such as Florence, Venice, London and Madrid (Frick 2005; Palmer & Clark 2004). On the other hand, Ekholm (2019) claims that the origins of second hand trade in Finland go back to the 19<sup>th</sup> century. This proves that the Finnish second hand shopping culture is much younger. When developing the Helsinki Metropolitan Area for attracting visitors, benchmarking the cities having a long history in second hand shopping could be an option. Adopting new luxury elements from those benchmarks, learning from them and bringing appropriate elements to Finnish market may help in developing the culture of second hand shopping further. With this knowledge second hand shopping experiences can be developed so that they add value to the attractiveness of a destination.

As an example, the company owned vintage shop Arabia Iittala has delivered a new concept of vintage selling and buying vintage dishware just recently (Iittala 2019a, Iittala 2019b). This is one example of the increasing awareness and interest of design products in the second hand market that some business owners have started utilizing. The level of



awareness and appreciation about design and handicraft products was high amongst interviewees. Finding objects that supplement the pieces of personal property inherited from ancestors and which bring memories from childhood was considered as an important part of building one's personal, individual identity. These items cannot be bought and found anywhere else but from second hand selections. This is a practical example of how second hand shopping can be considered as a new luxury experience.

Observations and theme interviews were executed to bring in empirical evidence. The four realms of an experience by Pine & Gilmore (1998) turned out to be a good model and tool for finding new luxury elements that resonated with interviewees' experiences of second hand shops. The observation experiences in some vintage shops and especially the Re-Tuna Mall concept are linked to new luxury experiences highlighted in the theory part. Leisure, entertainment and escape features in shopping mall context are similar to tourism context: people are seeking contrast to daily life. Reasons for visits are collecting items, treasure hunting, curiosity or connecting with other people (Retail Facts Finland 2019, 7). In the interviews, visits to second hand shops were compared to visiting the backstage of Finnish households or going berry picking and then instead or addition to it, finding mushrooms.

Concerning the first sub-question new luxury in tourism is about experiences, authenticity, nature and cultural values (Adamsson et al 2018, 8). One of the basic ideas of new luxury is that customers are inspired to create strong emotional ties to products and brands. According to Devis (2013) it is more important for a hotel guest to leave with an experience that supports his/her self-esteem than what kinds of amenities are provided at the hotel or in the hotel room. Second hand shopping experiences by interviewees support this idea. Customers appreciate locality in products and services.

Authentic and existing services in second hand shops can be updated to experiences and new concepts with service design tools and focusing on the customer and to the hospitality attitude of the service provider. Starting from a friendly smile and presence to meet and greet the customer. It does not cost anything. This could be an opportunity for tourism and hospitality professionals to develop second hand shopping market to become more customer oriented.

Aesthetics in the form of design, interior or art are important in hotels (Devis 2013) and in tourism industry as a whole. Aesthetic perspective discussions in the interviews as well as in the notes of observed premises were about interiors of the shop premises, arrangement of items in shops, decoration, artefacts and fashion. Second hand shops were not found

physically attractive. They are more like warehouses, attic closets or underground cellars. This outcome is clearly the major weakness of second hand shops what comes to new luxury experiences. However, this also indicates that with some extra effort to the aesthetic interior elements in second hand shops one can develop the features of new luxury. Clarity and easiness while visiting shops and features were important nominators, which act as a contrast to hectic daily life. According to Adamsson et al (2018) experiences of authenticity is part of new Finnish luxury and this was also mentioned by interviewees. Even here the collaboration between tourism and hospitality professionals could enhance the development.

The ways how interviewees experienced second hand shopping has to do with time well spent with social groups with similar values, excellent personal service with the spice that someone is just listening to you or telling stories. The interaction with another person in the service moment with no rush and hurry was considered as a luxury moment. Storytelling moments with the staff or owner were considered important while visiting second hand shops.

These examples prove that there is potential in second hand shopping to be considered as a new luxury experience. According to Adamsson et al (2018) new Finnish luxury in tourism is about experiences, which highlight the authenticity, nature and cultural values, excellent service quality and storytelling. New Luxury is inspirational in nature, less formal and provides individual experiences (Adamsson et al 2018, 8).

However, one has to be conscious of the versatility of the preferences of different cultures and social groups. Based on the interviews, what one considers as a new luxury experience, may be a completely different experience to someone else.

One development idea for this part could be to collect more knowledge on the profiles of new luxury customers with the use of service design tools such as personas. They are “fictional profiles, often developed as a way of representing a particular group based on their shared interests.” (Stickdorn & Schneider 2013, 178). Even though personas are described as fictional, they are constructed with the use of experiences of real persons.

Adamsson et al (2018) emphasize the co-creative planning process with the individual customer or customer groups, when developing new luxury products and services. Customer is an integral part of the co-creative planning process and luxury services are customized based on individual needs and aspirations (Adamsson et al 2018, 8). Similarly, when designing products and services, a holistic view is essential. All stakeholders and

actors in the design process should be considered accordingly. This indicates that the five principles of service design created by Stickdorn & Schneider (2013) is an excellent framework for further studies in this context. The holistic approach launched by Stickdorn & Schneider (2013) is about maintaining the big picture so that the whole service environment is considered. Customers perceive the service environment with all their senses by seeing, hearing, feeling, smelling and tasting. These are all relevant when thinking about emotional ties and personal experiences.

Aesthetics in the form of design, interior or art are important. Customers have become more environmentally conscious and focused. Service providers have to come out with socially responsible initiatives and the importance of environmental certification programs is highly recognized (Devis, 2013). Transparency in the manufacturing process of long lasting and durable, high quality artefacts made of natural materials are also issues mentioned by interviewees. Locality of products was considered valuable in the interviews.

As answers to the second sub-question one can say that trends such as climate change, sustainability thinking, sharing economy and the increasing awareness of re-use consumption and recycling are relevant elements, which are present both in tourism and in second hand shopping. The theory part as well as observations and theme interviews show, new luxury features, experience-based connection between tourism and second hand shopping along with the consistency of sustainability development in both industries are relevant elements that should be considered, when designing second hand shopping as a new luxury experience for visitors.

This consistency of sustainability development in both industries (tourism and second hand markets) support the main objective of this research and especially the second sub-question: Which elements are relevant, if second hand shopping would be designed as a luxury experience for visitors in a destination?

The intention of this research was not to define, which elements of new luxury should be present in all types of second hand shops, in other words, which second hand shops belong to the category of new luxury. On the contrary, one of the research questions was to define, which elements are relevant, if second hand shopping would be designed as a new luxury experience for visitors in a destination. What is considered as a new luxury experience depends on the individual. The findings of experiences were not dependent on the shop type. Following factors came out in the interviews:

- Accessibility
- Ambiance
- Hospitality attitude and interaction with personnel
- Possibility to find unique and long-lasting design and handicraft products
- Supporting personal values and actions in sustainability thinking.

In addition, the interviews also confirmed that reviews from other consumers have an effect, when making buying decisions. Some interviewees follow bloggers in social media channels, who recommend certain second hand and vintage shops.

The interviews show that there is a connection between environmental aspects and certain social groups. Globally minded, environmentally conscious consumers are looking after new and different types of experiences. These features connected all interviewees. Circular economy awareness seems to be a driving force of the interviewees when choosing second hand instead of something else. Even the family history and cultural heritage determine this way of thinking and effects as one sophisticated driver.

Most of the second hand shops in the Helsinki Metropolitan area are located in suburban areas, where the accessibility is not as easy as when going to a commercial shopping mall. Accessibility of second hand shops is clearly an important and relevant element for second hand shopping, if it would be designed as a new luxury experience for visitors. Based on the interviews and observations, the accessibility of second hand shops in Helsinki Metropolitan is an obstacle and hinders the development of becoming an attraction in a touristic destination. A further study of empty available space in the Helsinki Metropolitan area in terms of accessibility and other new luxury elements could incorporate information for the development in this context.

The combination of Finnish commercial shopping mall culture and the perception of new luxury in Finland may well be able to create and offer alternative ways of new luxury experiences for visitors in the context of second hand shopping. Tourist products could be developed in a way that visiting second hand shops is one alternative attraction at a destination. This requires good communication and co-creative actions from all stakeholders: customers, decision makers, tour operators, tour guides, hotel chains, concierges, city planners and entrepreneurs.

Asking from locals is also always a good idea. If locals accept ideas, it is more likely to succeed in development work in order to attract visitors. It benefits not only second hand

shops and tourism industry, but could also be integrated to other societal challenges when offering more responsible ways for consumption of our natural resources.

## 5.2. Recommendations for future

The next phase of how to continue this type of customer-oriented study with service design tools could be that the empathy map of the customer journey (before, during and after) from observation visits and experiences of interviewees were drawn to visualize the visit experiences from the customer point of view. According to Stickdorn (2018) there are many parts of the customer journey that are important to the customer, but which do not appear at all on traditional process visualizations (Stickdorn 2018,7). Identifying the moments where customers interact with the staff could help in developing the personal service.

The personas, which are fictional profiles used as tools in service design could be designed and made from the results of interviews and observations. According to Stickdorn (2018) personas are profiles and archetypes based on real research. They can represent a group of customers with shared common behavior patterns. Personas help to get on the same page and build empathy by understanding customers' needs (Stickdorn 2018, 41). In this bachelor level study, it was decided that it is not needed. Therefore, this is just one recommendation how the results could be visualized. In this study the results are now in written format for further development.

After conducting this research, a short desk study of webpages was done in order to find out how second hand shopping is marketed in Stockholm and in the Helsinki Metropolitan area. The terms second hand and vintage are used as synonyms on Visit Helsinki pages. Second hand, consignment, thrift, and vintage shops along with flea markets are presented as if they were all vintage shops. My Helsinki and Visit Helsinki concentrate on high class and high price category vintage shops in downtown Helsinki instead of presenting the whole second hand scene in the Helsinki Metropolitan area. The presentation of vintage shops is in the context of traditional luxury and does not specifically highlight the new luxury elements (My Helsinki 2019; Visit Helsinki 2019).

The city of Raseborg is located one-hour drive from Helsinki. The touristic image of the area is based mainly on the long history of artisan villages and second hand shopping is highlighted. When opening the link of Visit Raseborg it guides to second hand shopping in Raseborg: "Are you hooked on flea markets and second hand shops? Then Raseborg is

the place for you.” The content of the webpages shows that the creator has knowledge of second hand shopping and the terminology is appropriate (Visit Raseborg 2019).

Visit Stockholm (2019) separates the vintage shops from second hand. The Scandinavian Travel Guide has a comprehensive guide to second hand shopping in Stockholm Metropolitan area. In Stockholm the second hand shopping is concentrated in Södermalm area and the accessibility is highlighted in the guide. These webpages show that second hand market as a whole is understood as it is presented in the theory part of this study. It is also presented as an authentic touristic attraction (Routes North 2016).

ReTuna second hand shopping mall in Eskilstuna is “The World’s First ever Second Hand Shopping Center”. Everything at ReTuna is recycled, re-used or sustainably produced. The city of Eskilstuna has a vision to be the green role model for other Swedish cities (Savage, M. 2018). The mall was opened in 2015 and it is owned and run by the municipality. It has been made very easy for visitors to drop off their donations (eg. reusable toys, furniture, clothes, decorative items, electronic devices). Items are sorted and distributed further to the recycling shop entrepreneurs. They do the second culling and choose the items that they repair, convert, refine and sell further. Materials are given new life and value. ReTuna also acts as a public educator. “Retuna organizes events, workshops, lectures, theme days and more - all with a focus on sustainability” (Retuna 2019). ReTuna is a concept that combines commercial shopping mall concept with second hand shopping and sustainability thinking (ReTuna 2019).

Based on the results of this study a recommendation for the future is that stakeholders in tourism and second hand shopping should find each other and identify the presented joint elements of new luxury, consumer aspirations and destination attractions. Further, the central concepts of second hand shopping should be agreed and used consistently to guarantee a uniform image building and marketing. ReTuna as a second hand shopping mall concept could be studied thoroughly and investigate the opportunities to launch something similar in the Helsinki Metropolitan area.

Finding new luxury elements from all kinds of second hand shops instead of categorizing and sorting out certain shop types based on assumptions and perceptions was beneficial and eye-opening. According to the results of this study also stuffy places and recycling centers already now have elements of new luxury experiences to visitors, for example in the form of friendly service, treasure hunting for handicrafts or in supporting the self-esteem when trying to build a more sustainable world through consuming.

### 5.3. Learning outcomes

This study improved the knowledge of the topics to a higher level. It was a process of self-study and the interest towards the topics increased during the journey. Getting acquainted with the phenomenon from literature and learning from visiting experiences in second hand shops were valuable to the author in trying to understand the phenomenon.

This study done with service design tools by the author was an interesting and iterative process driven by design mindset, including repetition, deepening and explorative actions. The richness of the findings and the unexplored field of second hand shopping in Finland surprised during the research process. Using qualitative methods was the right way to study this phenomenon and since studies and statistics about second hand shopping in Finland are few. The history and culture of this phenomenon is so young compared to other European countries.

User-centered perspective was chosen so that efforts to make and develop new and innovative experiences and products would be customer-oriented. Repeatability in theme interviews and observations was met. Same ideas and similar type of experiences pointed out those development areas of how to develop all types of second hand shops to make them meet the demand of what is considered as new luxury.

Despite of the insignificance of second hand shops as a part of tourism product planning at the moment the author is content that educational specialists at Haaga-Helia University of Applied Sciences saw the importance of this topic. Hopefully this bachelor level study will be useful for the research and for the future when developing profitable tourism business in a creative and sustainable way in co-operation with other stakeholders.

## References

- Adamsson, K. (editor) 2018. *The Art of New Luxury*. Haaga-Helia publications. ISSN:2342-2939.
- Alasuutari, P. 2011. *Laadullinen tutkimus 2.0*. Vastapaino. Tampere.
- Appelgren, S. Bohlin, A. 2015. Introduction: Circulating Stuff through Second-hand, Vintage and Retro Markets. *Culture Unbound: Journal of Current Cultural Research*, vol. 7, pp.3-11. Linköping University.
- Ascencao, M.P. 2018. From experiences to WOW luxury Experiences. Article in publication *The Art of New Luxury*, pp 31-37. Haaga-Helia amk. Helsinki.
- Baker, S. 2006. *Sustainable Development*. Routledge. Great Britain.
- Berger, P. & Luckmann, T. 2009. *Todellisuuden sosiaalinen rakentuminen*. Gaudeamus. Helsinki.
- Business Finland 2019a. About Business Finland. URL: <https://www.businessfinland.fi/en/for-finnish-customers/home/>. Accessed:19 October 2019.
- Business Finland 2019b. Tourism figures in Finland. URL: <https://www.businessfinland.fi/en/whats-new/news/2019/tourism-in-finland-stays-on-record-level/>. Accessed:19 October 2019.
- Business Finland 2019c. Luxus Tourism in Finland. URL: [https://www.businessfinland.fi/globalassets/julkaisut/visit-finland/vfluksusmatkailuesite\\_final.pdf](https://www.businessfinland.fi/globalassets/julkaisut/visit-finland/vfluksusmatkailuesite_final.pdf). Accessed: 19 October 2019.
- Csaba, F.F. 2018. *Redefining luxury: A review essay*. Copenhagen Business School publication. Copenhagen.
- Danziger, P.N. 2005. *Let them eat cake. Marketing luxury to the masses as well as the classes*. Dearborn Trade Publishing. Chicago.
- Design Council 2019. Framework for Innovation. URL: <https://www.designcouncil.org.uk/news-opinion/what-framework-innovation-design-councils-evolved-double-diamond>. Accessed: 10 November 2019.



Devis, S. Chekitan 2013. Boston Hospitality Review. Defining the New Luxury. URL: <http://www.bu.edu/bhr/2013/04/01/defining-the-new-luxury-perspectives-from-industry-leaders/>. Accessed: 12 October 2019.

Ekholm, L. 2019. Jews, second-hand trade and upward economic mobility: Introducing the ready-to-wear business in industrializing Helsinki 1880–1930, *Business History*, 61:1, 73-92, DOI: 10.1080/00076791.2018.1546694. Informa UK Limited.

Eskola, J. & Suoranta, J. 2014. Johdatus laadulliseen tutkimukseen. Gaudeamus. Jyväskylä.

Finnish Salvation Army 2019. Historia. URL: <https://www.pelastusarmeija.fi/pelastusarmeija/historia#>. Accessed: 21 October 2019.

Frick, C. C. 2005. The Florentine Rigattieri: Second hand clothing dealers and the circulation of goods in the Renaissance. In Palmer & Clark (Edit.) *Old clothes, new looks: Second hand fashion*, pp.13-28. Berg. New York.

Grönroos, C. 2007. *Service Management and Marketing*. John Wiley & Sons. England.

Guiot, D. & Roux, D. 2010. A second-hand shoppers' motivation scale: Antecedents, consequences and implications for retailers. *Journal of Retailing* 86,4, pp.355-371.

Hansson, A. Morozov, E. 2016. Driving Forces towards shopping for Second Hand clothing – A qualitative study on motivations, moderating factors and their linkages conducted in Lund. Master's Thesis. Lund University. Sweden.

Hirsjärvi, S. & Hurme, H. 2008. *Tutkimushaastattelu – Teemahaastattelun teoria ja käytäntö*. Yliopistopaino Kustannus. Helsinki.

Iittala 2019a. Vintage-palvelu: Anna astioille uusi elämä. URL: <https://www.iittala.com/fi/fi/vintage>. Accessed: 28 October 2019.

Iittala 2019b. Fiskars Group press-release: 30 July 2019. URL: <https://www.fiskars-group.com/media/press-releases/vintage-service-expands-all-iittala-stores-finland-and-ex-tends-recycling-other>. Accessed: 28 October 2019.

Iloranta, R. 2019. Luxury tourism service provision – Lessons from the industry. *Tourism Management Perspectives Journal*, 32, 100568, pp. 2-10.

International Luxury Travel Market ILTM 2011. *The Future of Luxury Travel – A Global Trends Report*. Horwath HTL.

Kapferer, J.N. 2015. *Kapferer on Luxury – How luxury brands can grow yet remain rare*. Kogan Page Limited. England.

Kopytoff, I. 1986. *The Cultural Biography of Things: Commoditization as Process*. In *The Social Life of Things*. Appadurai Arjun (Edit.). Chapter 2, pp. 64-91. Cambridge University Press. United Kingdom.

Latvala, R. 2013. *Suomalainen luksus käsitteenä ja ilmiönä*. Opinnäytetyö (YAMK), Haaga-Helia amk. URL: <https://www.theseus.fi/handle/10024/68752>. Accessed: 26 April 2019.

Linnenkoper, K. 2019. *The 'golden age' of second hand shopping*. *Recycling International*. URL: <https://recyclinginternational.com/textiles/second-hand-clothing/19200/>. Accessed: 21 October 2019.

Luxury Society 2013. *The New Luxury is Luxury for All*. An interview with Jean-Noel Kapferer. <https://www.luxurysociety.com/en/articles/2013/04/the-new-luxury-is-luxury-for-all-suggests-jean-noel-kapferer/>. Accessed: 12 October 2019.

Merriam-Webster Dictionary 2019a. URL: <https://www.merriam-webster.com/>. Accessed: 18 October 2019.

Merriam-Webster Dictionary 2019b. URL: <https://www.merriam-webster.com/dictionary/luxury>. Accessed: 18 October 2019.

Merriam-Webster Dictionary 2019c. URL: <https://www.merriam-webster.com/dictionary/thrift%20shop>. Accessed: 20 October 2019.

Merriam-Webster Dictionary 2019d. URL: <https://www.merriam-webster.com/dictionary/vintage>. Accessed: 20 October 2019.

- Merriam-Webster Dictionary 2019e. URL: <https://www.merriam-webster.com/dictionary/second%20hand>. Accessed: 20 October 2019.
- Merriam-Webster Dictionary 2019f. URL: <https://www.merriam-webster.com/dictionary/consignment%20store>. Accessed: 20 October 2019.
- Merriam-Webster Dictionary 2019g. URL: <https://www.merriam-webster.com/dictionary/utilitarianism>. Accessed: 23 October 2019.
- Merriam-Webster Dictionary 2019h. URL: <https://www.merriam-webster.com/dictionary/hedonism>. Accessed: 23 October 2019.
- Moritz, S. 2005. Service Design: Practical Access to Evolving Field. Köln International School of Design. Köln.
- My Helsinki 2019. Your local guide to Sustainable Helsinki. URL: <https://www.myhelsinki.fi/en>. Accessed: 11 November 2019.
- Ojasalo, K. & Moilanen, T. & Ritalahti, J. 2014. Kehittämistyön menetelmät – uudenlaista osaamista liiketoimintaan. SanomaPro. Helsinki.
- Palmer, A. Clark, H. 2005. Old clothes, new looks: Second hand fashion. Berg. New York.
- Pine, B.J. Gilmore, J.H. 1998. Welcome to the Experience Economy. Harvard Business Review. July-August 1998, Reprint 98407, pp. 97-105.
- Plato 2007 (380 b.c.). The Republic. Penguin Books. London.
- Retail Facts Finland 2019. URL: <https://www.kauppakeskusyhdistys.fi/media/retail-facts-finland-2019.pdf>. Accessed: 21 October 2019.
- ReTuna 2019. The world's first recycling mall is found in Eskilstuna. URL: <https://www.re-tuna.se/sidor/in-english/>. Accessed: 11 November 2019.
- Routes North 2016. Scandinavian Travel Guide. Second hand shopping: where to go shopping. URL: <https://www.routesnorth.com/stockholm/second-hand-stockholm-where-to-go-shopping/>. Accessed: 11 November 2019.

- Saarijärvi, H. 2018. Vertaiskauppa ja kaupan evoluutio. Vaikuttaja – Ajankohtaisia asiantuntijakirjoituksia johtamisen ja talouden tiedekunnasta. Tampereen yliopisto. URL: <https://vaikuttaja-uta.fi/vertaiskauppa-ja-kaupan-evoluutio/>. Accessed: 12 October 2019.
- Savage, M. 2018. This Swedish Mall Is The World's First Ever Secondhand Shopping Center. Huffington Post. URL: [https://m.huffpost.com/us/entry/us\\_5bfd0762e4b0eb6d931346b3/amp?guccounter=2](https://m.huffpost.com/us/entry/us_5bfd0762e4b0eb6d931346b3/amp?guccounter=2). Accessed: 11 November 2019.
- Silverstein, M.J. Fiske, N. 2005. Trading up why consumers want new luxury goods--and how companies create them. Revised Edition. Portfolio. New York.
- Smith, A. 1981 (1776). An Enquiry into the Nature and Causes of the Wealth of Nations. Liberty Classics. Chicago.
- Sombart, W. 1992. Leibe, Luxus und Kapitalismus. Wagenbach. Germany. English translation: Luxury and capitalism. University of Michigan Press. Ann Arbor.
- Staples, K. 2015. The Significance of the Second Hand Trade in Europe 1200-1600. Wiley Online Library. Wiley & Sons. URL: <https://onlinelibrary.wiley.com/doi/abs/10.1111/hic3.12240>. Accessed: 21 October 2019.
- Statistics Finland 2019a. Accommodation statistics. URL: [http://www.stat.fi/til/matk/2018/matk\\_2018\\_2019-04-09\\_tie\\_001\\_en.html](http://www.stat.fi/til/matk/2018/matk_2018_2019-04-09_tie_001_en.html). Accessed: 18 October 2019.
- Statistics Finland 2019b. Tilastotietokanta Rudolf. URL: Alueellinen matkailutilinpito. Tilastotietokanta Rudolf. Visit Finland. [http://visitfinland.stat.fi/PXWeb/pxweb/fi/VisitFinland/VisitFinland\\_\\_Alueellinen\\_matkailutilinpito/010\\_ampa\\_tau\\_101.px/](http://visitfinland.stat.fi/PXWeb/pxweb/fi/VisitFinland/VisitFinland__Alueellinen_matkailutilinpito/010_ampa_tau_101.px/). Accessed: 18 October 2019.
- Stickdorn, M. & Schneider, J. 2013. This is Service Design Thinking. Basics-Tools-Cases. BIS Publishers. Amsterdam.
- Stickdorn, M. Lawrence, A. Hormess, M. Schneider, J. 2018. This is Service Design Doing. Applying service design thinking in the real world. Practitioners Handbook. O'Reilly Media Inc. Sebastopol, California.

Swarbrooke, J. 2018. *The Meaning of Luxury in Tourism, Hospitality & Events*. Goodfellow. England.

Thwink.org 2019. Three Pillars of Sustainability. URL: <https://www.thwink.org/sustain/glossary/ThreePillarsOfSustainability.htm>. Accessed: 20 October 2019.

UNEP International Environment. 2005. *Making Tourism More Sustainable - A Guide for Policy Makers*. United Nations Environment Programme. Paris.

Visit Finland 2019. Luxury Tourism and Finland. URL: <https://www.visitfinland.com/article/luxury-finland-pure-simple/>. Accessed: 19 October 2019.

Visit Helsinki 2019. Vintage Helsinki. URL: <https://www.visitfinland.com/article/vintage-helsinki/>. Accessed: 11 November 2019.

Visit Raseborg 2019. Flea markets in Raseborg. URL: <https://www.visitraseborg.com/en/flea-markets-in-raseborg/>. Accessed: 11 November 2019.

Visit Stockholm 2019. Lovely vintage. URL: <https://www.visitstockholm.com/guides/lovely-vintage/>. Accessed: 11 November 2019.

World Commission on Environment and Development 1987. *Our Common Future*. United Nations. New York.

WSP Finland 2019. Report on domestic tourism development needs. Publications of the Ministry of Economic Affairs and Employment 2019:34. Ministry of Economic Affairs and Employment. URL: <http://urn.fi/URN:ISBN:978-952-327-430-3> . Accessed: 19 October 2019.

Yeoman, I. & McMahon-Beattie, U.J. 2018. The future of luxury: Mega drivers, new faces and scenarios. *Journal of Revenue and Pricing Management*. Volume 17, issue 4, pp. 204-217.

Zeithaml, V. & Bitner, M. 2003. *Services Marketing: Integrating Customer Focus across the Firm*. McGraw-Hill. New York.

## Appendices

### Appendix 1. Theme interview

#### Objectives:

Themes of the interview are based on the three principles of sustainable tourism defined by UNEP (United Nations Environment Program) and UNWTO (World Tourism Organization of United Nations): economic, social and environmental (UNEP, 2005).

- Before the interview

Interview themes and their connection to second hand shopping are studied by the researcher. A back-up list for each theme in the interview is made by the researcher. Interview back-up list including these themes consists of:

- **Economic aspects**

Visiting a second hand shop vs. Online shopping: Why? Why not? (These questions are asked at the beginning of the interview, so that online shopping is then discussed.).

Time and money: Time well spent? Is shopping work or leisure to you?

Price-consciousness (utilitarian aspect).

- **Social aspects**

In your opinion, what is good quality?

Define your thoughts about luxury.

Are you interested in the manufacturing process of artefacts you buy and use? Do you think who made your clothes?

Identity building through consuming, individual style.

- **Environmental aspects**

What is sustainability to you?

Are you recycling? Why? If not, why?

Locality of artefacts.

- **The four realms of an experience (wow -elements) of the second hand shopping experience, if any?**

Entertaining perspective: visiting the shop in the destination, collecting items, treasure hunting, curiosity, connecting with other people (hedonic aspects).

Escaping perspective: contrast to daily life, questing, hobby (hedonic aspects).

Educating perspective: learning about the local culture and everyday life of the destination; learning about the history of ancestors, learning about design and designers, learning about materials as well as what items and artefacts have been used by locals in the destination.

Esthetic elements (interior of the shop premises, arrangement of items, decoration, fashion, artefacts, auditive elements).

Why would you want to see, feel, touch and try the item you are interested in or planning to buy?

Service, personnel (taking care of me).

Accessibility.

Five individuals were selected for the interview. The selection principles were: a Finn since the main focus in this study is on enhancing the domestic tourism, different age groups, different life phases of the interviewees, different fields of expertise at work, having at least some kind of previous experience on second hand shopping, positive readiness to take part in the study.

Invitations to the interview were sent with a written message to selected individuals. The content of the message included a short explanation of the type of the research (bachelor's thesis), title and main objective, format (theme interview), time and place, permission for voice recording and guarantee of anonymity. Themes were not defined to interviewees beforehand the meeting.

- During the interview

At the beginning of the interview the research objectives are repeated and the principles of thematic interview explained. Emphasis is to create a positive atmosphere in order to guarantee a relaxing feeling to the interviewee. The interview is voice recorded and anonymity of the interview explained.

- After the interview

After the main themes and questions are discussed thanking for the interviewee for his / her time, thoughts and opinions about the subject. To make sure that the interviewee has a chance to say all relevant things on his / her mind, one more question is asked: "Is there still something you want add or we have not discussed?"

Appendix 2.Observation form

	Shop 1	Shop 2	Shop 3	Shop 4	Shop 5	Shop...
<b>Observation / Subject of experiment</b>						
<b>Date of visit</b>						
<b>Duration of visit</b>						
<b>Before</b> information / info channel						
<b>During</b> <u>Staff</u> : habitus, attitude, assistance  <u>Premises</u> : see, hear, smell, taste, kinesthetic elements  Other visitors						
<b>After</b> Preconception vs. experience						
<b>Ownership</b>						
<b>Shop type</b>						



## Appendix 3.

## Observed second hand shops

	<b>Shop</b>	<b>Location</b>	<b>Shop type</b>	<b>Ownership</b>	<b>Date</b>	<b>Duration</b>
1.	UFF	Mannerheimintie Helsinki	Thrift	NGO *)	3 June	0,5 h
2.	SPR Kontti	Suomenoja Espoo	Second Hand	NGO	6 June	1 h
3.	Kirpparilla.fi	Joensuu	Consignment	Unknown	30 July	1 h
4.	Pogostan Kirppis	Ilomantsi	Flea Market	Entrepreneur	5 August	1 h
5.	Muija	Helsinki	Second Hand	Entrepreneur	12 August	1 h
6.	Relove	Töölö Helsinki	Consignment	Entrepreneur	14 August	0,5 h
7.	Fynda	Tammisaari	Second Hand	Congregation	17 August	1 h
8.	Relove (2nd visit)	Töölö Helsinki	Consignment	Entrepreneur	21 August	0,5 h
9.	Fida	Niittykumpu Espoo	Second Hand	NGO	27 August	1 h
10.	PK Kierrätyskeskus	Suomenoja Espoo	Recycling Center+Second Hand	Municipality	4 September	1 h
11.	PK Kierrätyskeskus	Oulunkylä Helsinki	Recycling Center+Second Hand	Municipality	11 September	0,5 h
12.	SPR Kontti	Tammisto Vantaa	Second Hand	NGO	11 September	1 h
13.	PK Kierrätyskeskus	Porttipuisto Vantaa	Recycling Center+Second Hand	Municipality	13 September	1 h
14.	ReTuna	Eskilstuna Sweden	Recycling Mall	Municipality+Entrepreneurs	8 October	4 h
15.	Myrorna	Hornsgatan Stockholm Sweden	Second Hand	NGO	8 October	0,5 h
16.	Judits	Hornsgatan Stockholm Sweden	Consignment	Entrepreneur	8 October	0,5 h
17.	FilippaK	Hornsgatan Stockholm Sweden	Vintage	Company	8 October	0,5 h
18.	Iittala Arabia Design Centre	Arabia Helsinki	Vintage	Company	18 October	1 h
19.	Iittala Outlet	Tammisto Vantaa	Vintage	Company	20 October	1 h
20.	Penny Lane	Töölö Helsinki	Vintage	Entrepreneur	21 October	0,5 h
21.	Kampin Kirppis	Kamppi Helsinki	Consignment	Unknown	21 October	0,3 h

\*) Non-governmental organization