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RESEARCH ARTICLE

Poor Consumer Behavior: Modeling Second-Hand's Purchase and Empirical Validation

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ABSTRACT

Precariousness steady increase represents an important challenge for companies. It is therefore essential to reconsider Bottom of Pyramid's consumption. Few marketing studies concentrate on poor consumers, who are most affected by this difficult situation, as the crisis continues to exacerbate inequality. This article examines the influence of second-hand purchasing motives on the poor consumer's decision-making process using a quantitative and confirmatory investigation. We have developed a conceptual model for a quantitative study of 380 consumers after defining the concepts and identifying the decision-making processes. The findings provide credence to the notion that impoverished consumers' reasons for buying used goods influence their decision-making process.

INTRODUCTION

With the alarming rate for the global extreme poverty rate that is about 9.9% in 2025, the global poverty is one of the most pressing problems that the world faces today. As of 2025, according to the World Bank's updated statistics, around 808 million people worldwide are living in extreme poverty. This corresponds to roughly 1 in 10 people globally living below the new International Poverty Line of $3 per day. The global extreme poverty rate is about 9.9% in 2025[1].

As per Pooja & al. (2022), Despite the burgeoning recognition of Bottom of Pyramid in literature, their consumption pattern and characterization are still under-researched through a different lens. As per the authors, it is also imperative to explore poor consumers' various consumption behaviour patterns to give insightful directions to marketers.

According to Dalsace and Menasce (2010), this particular niche may be referred to as "new markets" that pose significant business challenges. However, this problem is part of a broader analysis of the pursuit of consumer "well-being" and the function that businesses and government agencies play in this development, which was started by the Transformative Consumer Research movement (Mick, 2006). All of this implies that poor people are a part of the market and have recognizable demands and features, even though they have little purchasing power. Nonetheless, a more thorough understanding of the difficulties addressed is necessary due to the complexity of the problem of poverty and the relative paucity of studies on this topic in our field, especially for "poor" customers.

Few empirical research has been conducted on consumers at the "Bottom of the Pyramid" (Prahalad, 2004) in developed countries. While it is true that the economic crisis is now part of our daily lives, nevertheless, we are and will remain a consumer society. In the current economic situation, there is more and more talk about this untapped market of "poor consumers". We are increasingly led to

[1] World Bank statistics in 2024

rethink our way of consuming, but also our way of producing, to better contain this upheaval of needs and priorities. Consumer behavior is therefore forced to adjust, and it is no longer just a question of limiting consumption but also of rethinking one's habits.

The increase in precariousness represents not only a social tragedy, but also a loss of income for companies. As a result, processes and costs must be overhauled. This thinking can be invaluable for innovating and thinking outside the box, to increase margins. In this turmoil, the phenomenon of second-hand clothes has become part of our daily landscape. The crisis seems to be an alibi for the rush to second-hand clothes. Even though there are all socio-professional categories of buyers, it should not be denied that this circuit remains a refuge for the poor consumer. So, the decision-making process of poor consumers, particularly regarding second-hand buying, is significantly influenced by motivations rooted in necessity, value perception, and social context. Unlike wealthier consumers who might buy second-hand for sustainability or nostalgia, poor consumers often do so as a strategic choice to stretch limited resources. Below is an in-depth look at this process, with a focus on the role of motivations.

We shall approach our research, to the best of our knowledge, from this angle. We will therefore try to answer two main questions. First, our questioning will revolve around the verification of the fact that the decision-making process is the same for a poor consumer as for a traditional consumer. Secondly, we will try to check whether the motivations for buying second-hand change this process. Both questions will revolve around the following question: Does the motivation of second-hand buyers contribute to the change in the decision-making process among poor consumers?

This article's first section provides a quick overview of the many definitions of poverty and the reasons why people buy used goods, as documented in the literature. After outlining our approach, we discuss our findings in terms of the primary reasons why low-income customers make purchases. One such example is apparel, which accounts for a substantial portion of impoverished customers' budgets. Lastly, this research will lead to the presentation of theoretical and managerial paths for reflection.

1. WHO IS CONSIDERED A POOR CONSUMER?

Most of the time, attempts to define poverty are predicated on both subjective (experienced in terms of living situations) and objective (numerical observations surrounding income) concepts. The concept of the impoverished person has evolved beyond these categories due to sociological perspectives. Even now, Simmel's 1909 work is still considered a classic since it links a poor person to someone who is getting social help. Therefore, in contemporary welfare regimes, a status that is conferred to the poor is associated with their identity. This approach includes the work of Paugam (2005), who focuses on those who receive social assistance while also shifting the concept of poverty to that of social disqualification.

The concept's development has also followed a historical trajectory. The impoverished person was linked to a social group identification, that of the working class, for a considerable amount of time, from the end of the nineteenth century to the 1950s (Hoggart, 1957). However, this assumption has been expanded by deindustrialization and the emergence of the consumer society, which views poverty as both an individual and a collective problem. Accordingly, Paugam (2005) develops a taxonomy of modern types of poverty, which includes:

- Integrated poverty is linked to a particular social group and is generational.
- A portion of the population living in acute poverty is known as relative poverty.
- Disqualifying poverty is a modern type of poverty that is mostly seen in post-industrial economies. It affects those who are marginalized in the labor market and, therefore, in the consumer culture. Accordingly, working people or those who were once middle class may find themselves below the poverty line (Maruani, 2003).

Finally, Pooja G. & al. (2022) confirm that the poor people segment has gained considerable scholarly attention.

2. MOTIVATIONS TOWARDS SECOND-HAND PURSHASE

2.1. The concept of motivation

Petrof (1993) considers that there is no universally recognized theory of motivation. However, they insist on the importance of this concept in the psychological analysis of consumer behaviour. Vallerand (1993) specifies that motivation is a hypothetical construct and not a material entity as such. Indeed, what can be observed is the behavioral manifestation of this construct, a concrete manifestation from which the person's state of motivation is inferred.

According to Pellemans (1998), motivation is a psychological state that is both cognitive and emotional, conscious, and unconscious, innate, and learned, generic, and specific. This is the description we will continue to use. Affect, archetype, complex, desire, emotion, instinct, motivations, drive, and reflex are some of the ideas it discusses. Furthermore, according to Gharbi (2011), incentive is spread throughout a customer's purchase. However, it possesses two dimensions: willingness and power. For this reason, this energy is used in every step of the consumer's buying process, as well as in any mental process.

Lendrevie & al. (2009) support the previous observation and consider that this concept represents a psychological state of tension that leads to a behaviour whose purpose is to reduce or eliminate this tension. They distinguish three main categories of motivations:

- First, the hedonistic motivations of a nature, such as pleasure or the expected or anticipated satisfaction of the consumption, possession, or purchase of a product.
- Secondly, rational, or utilitarian motivations, in which the authors develop the notion of the usefulness of the product for the consumer as well as its conformity to their interests and expectations. This motivation, also known as "savings motivation", manifests itself through the search for the best price or the best quality/price ratio. It can also take the form of a quest for the longevity of the product or a concern for health through the search for healthy and non-harmful products.
- Finally, ethical motivations that are synonymous with moral obligation, in the sense of duty that can encourage either consumption or boycott of a given product.

2.2. Evolution of studies on second-hand purchase's motivation

Roux and Guiot (2008) point out that the phenomenon of second-hand buying goes beyond the challenges it poses to traditional producers and distributors, to also open three important perspectives from a theoretical point of view:

- Firstly, existing models of consumer behavior do not envisage any other framework than new purchases, and nothing is said about the second-hand market, which constitutes a real but understudied alternative of supply (Bauhain-Roux and Guiot, 2001).
- Secondly, this practice is at the crossroads of themes related to the circuits' attendance but also to the acquisition of products, both of which have dimensions. While Filser (1994) notes that the interactions between product choices and choice of sale points are poorly explained by existing models, looking at the motivations of second-hand buyers makes it possible to integrate these two angles simultaneously, and in this respect constitutes a new contribution.
- Finally, Roux (2007) specifies that the objective of the third contribution is to bring to light the psychological determinants, but also the consequences of the motivations towards this form of purchase.

The study of this alternative form of supply thus opens the way to the exploration of emerging behaviors such as voluntary simplicity, but, more broadly, to other possible manifestations of resistance to the market (Roux and Guiot, 2008). According to this authors, theoretical work on this concept focuses on qualitative and ethnographic approaches to certain circuits - flea markets, garage sales, sales between individuals, charity shops - reveals in particular that second-hand purchases go beyond the simple acquisition of a product discounted by their degree of wear and tear, to encompass a particular form of shopping that competes with the use of traditional circuits (Gregson and Crewe, 1997a; Belk & al., 1988; Sherry, 1990; Stone & al., 1996).

3. MOTIVATIONS FOR SECOND-HAND PURCHASE AND DECISION-MAKING

3.1. Changing decision-making among poor consumers

Consumer decision-making has long been of great interest to researchers and is one of the fundamental questions about consumer behavior. According to Moon (2004), this question represents how the consumer develops, adopts, and uses decision-making strategies. According to DuPlessis & al. (1999), it could be defined as "patterns of consumer behavior, which precede, determine and follow the decision-making process for the acquisition of satisfactory products, ideas and services".

For London and Bitta (1993), previous decision-making studies have focused on purchase action because many studies have investigated this issue, and many models have been developed accordingly, where the purchase decision process and influencing factors have been described.

Theories of consumer decision-making have evolved. The first theories are based on rational choice theories, such as the economic point of view, if individuals act completely rationally to maximize their benefits in a purchasing situation (Schiffman and Kanuk, 1997). This view assumes a rational decision-maker who has well-defined preferences and a clear set of choices. Each alternative in the choice set has a utility that depends only on the choice. Any consumer can calculate the choice that will maximize their utility and choose accordingly. In addition, consumers are also likely to be impulse buyers due to the influences of advertisers, models, family, and friends, as well as their mood, situation, and emotions (Smith and Rupp, 2003).

From an economic point of view, consumers must be aware of all product choices, be able to correctly classify the advantages and disadvantages of each solution, and finally choose the best product/service. However, this expectation is unrealistic. Despite its criticisms, this approach has made a remarkable contribution to the prediction of consumer decisions (Bettman & al., 1998), which should not be overlooked.

3.2. The importance of a motivation-oriented approach to second-hand clothing

Through a literature review, Roux and Guiot (2008) found that second-hand purchase is a phenomenon that has evolved. Going beyond one-off practices that are traditionally guided solely by economic reasons, this practice shows a favorable orientation towards a combination of economic and recreational benefits present in this mode of supply (Bardhi and Arnould, 2005; Stone & al., 1996). The authors point out that the motivations for buying second-hand are precisely part of this combination of motives that push consumers to look for cheaper products, but also to prefer the informal and playful world of certain places of exchange. This last point, which is particularly well developed from a qualitative point of view (Soiffer and Herrmann, 1987; Gregson and Crewe, 1997a, 1997b; Belk & al., 1988; Sherry, 1990), however, has succeeded in contextualizing the exploration of motivations for these places, of which only Stone et al. (1996) have attempted to propose a measure. Roux and Guiot (2008) have thus succeeded in proposing a model, with satisfactory psychometric properties, for measuring motivations for second-hand purchases as a specific form of supply with a dual perspective: one linked to the acquisition of second-hand products, and the other to the use of the circuits that offer them (Roux and Guiot, 2008).

It is worth taking into consideration the study by Bardhi and Arnould (2005), which challenges the traditional perspective of frugality, which considers that saving money and hedonic pleasure are contradictory orientations. The authors proposed a qualitative exploratory approach to the goals sought in second-hand buying. Their findings support the interweaving of economic and hedonistic aspects that make consumers attracted to this type of purchase. They thus aligned themselves with the work of Sherry (1990) and Miller (1998).

To conclude, we note the observation of Roux (2005) who reveals that the intermingling of the economic and recreational motivations of buyers suggests that the product offer and the concept of the brand should be oriented towards mixed positioning, in which the price signal would constitute the decisive advantage without being in contradiction with that of quality or emotional value.

4. RESEARCH HYPOTHESES AND CONCEPTUAL MODEL

4.1. Direct impact of motivations towards second-hand purchasing on the problem recognition among poor consumers

Decision-making is a crucial process (Gibson and Langer, 1996; Mulder, 1990). Making the right decisions at the right time is decisive for the individual. It is also a process that "requires the integration and analysis of motivational, emotional, environmental, sensory, and memory parameters" (Fuster 2001; Ridderinkhof & al. 2004; Chudasama and Robbins, 2006). In this regard, Lendrevie & al. (2009) insist that "need" and "motivation" are two very closely related concepts since the former represents the fundamental source of the latter. Thus, our first two hypotheses will be formulated as follows:

H1: Economic motivations for second-hand purchase have a positive impact on the problem recognition among poor consumers.

H1.1: The distance from the system dimension has a positive impact on the problem recognition among the poor consumer.

H1.2: The fair price dimension has a positive impact on the problem recognition among poor consumers.

H1.3: The ethical and ecological dimension has a positive impact on the problem recognition among poor consumers.

H2: Recreational motivations towards second-hand purchase have a positive impact on the problem recognition among poor consumers.

H2.1: The treasure hunting dimension has a positive impact on the problem recognition among poor consumers.

H2.2: The originality dimension has a positive impact on the problem recognition among poor consumers.

H2.3: The social contact dimension has a positive impact on the problem recognition among poor consumers.

H2.4: The nostalgia dimension has a positive impact on the problem recognition among poor consumers.

4.2. Direct impact of problem recognition on information seeking among poor consumers

Along the same lines, Bettman & al. (1998) note that consumers do not seek to optimize their choice; they go beyond optimization and seek to satisfy their needs. Consumers are not only able to assess the usefulness of a choice but can also carry out a "cost-benefit" analysis in the selection of a decision-making procedure (Wright, 1975). Similarly, and according to recent studies, the purchasing decision-making process of consumers can be explained by an information processing approach (Bettman, 1979; Howard and Sheth, 1969). Consumers find the information, evaluate it, and make a choice. This leads us to formulate our third hypothesis, according to which:

H3: The more the poor consumer recognizes his need, the more he seeks information.

H3.1: The more the poor consumer recognizes his needs, the more he seeks experience in his purchase.

H3.2: The more the poor consumer recognizes his needs, the higher is his the research efforts.

H3.3: The more the poor consumer recognizes his need, the more he seeks information from those around him.

H3.4: The more the poor consumer recognizes his need, the more he makes use of the information on the products.

H3.5: The less the poor consumer recognizes his needs, the more he appeals to sales people.

4.3. Direct impact of information search on purchasing decisions among poor consumers

On the other hand, to decide, one must first be aware of the effects it generates, i.e., the rewards one acquires or the negative consequences one avoids. Schiffman, Hansen, and Kanuk (2008) indicate that consumers, in most cases, do not have access to all the information, do not have the time for such an extensive process, and are not qualified and sufficiently motivated to make the decision. They are usually attentive to engaging in extensive decision-making activities. To do this, the individual can remember decisions taken previously and have an idea of the consequences of a decision, close or like be taken now. In other cases, he will have to make his choice on his motivational state, his ability to evaluate the reward, and his adaptability to the external environment (Chabout, 2013). The fourth hypothesis will therefore be as follows:

H4: The more information the consumer has, the more favorable his or her decision to purchase is.

H4.1: The greater the amount of information available to the consumer in terms of experience, the more favorable his or her decision to purchase.

H4.2: The greater the amount of information available to the consumer in terms of research effort, the more favorable his decision to purchase is.

H4.3: The greater the amount of information available to the consumer from those around him, the more favorable his decision to purchase is.

H4.4: The more information the consumer has on the conditioning of second-hand clothes, the more favorable his decision to buy is made.

H4.5: The greater the amount of information available to the consumer from sellers, the more favourable his decision to purchase is.

As a result, our conceptual research model is as follows:

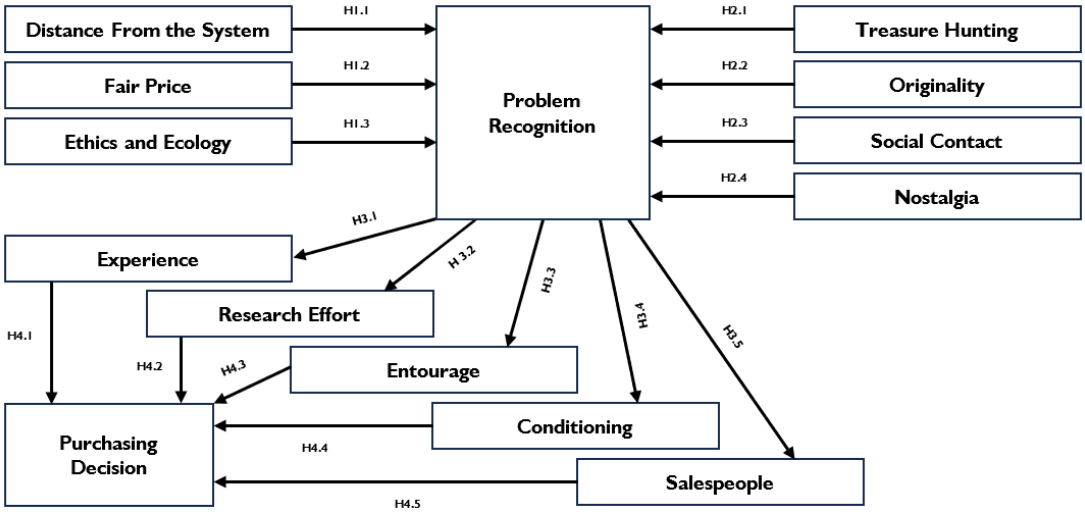

Figure 1: Conceptual model of research

5. RESEARCH METHODOLOGY

In terms of our methodology, we will try to present the data collection method, the measurement instruments, the sampling method, and the appropriate data analysis techniques used in this research work.

5.1. Data collection

The objective of this research is to improve the understanding of the consumption behaviors and needs of poor consumers. The importance of a comprehensive approach to these consumers led us to a quantitative methodology through a questionnaire. We conducted our empirical study on the second-hand clothing market. This choice is motivated by the following facts:

- First, the poverty rate in the world is around 9.9% for the year 2025, which has pushed citizens to look for second-hand purchases. Studying the behavior of this population is therefore of great importance in this sector.
- Second, most studies have overlooked the possibility of a change in the decision-making process of poor consumers, given their motivations towards second-hand purchases. It would therefore be interesting to be able to study the impact of their motivations on their decision-making.
- Furthermore, poor consumers are an efficient representation of the issues linked to the economic and social crisis of recent years and the insecurity feeling it generates.

5.2. Sampling and conduct of the survey

The investigation took place in second-hand clothing markets. This is an area where the core target is poor consumers. This choice is also based on the existence in this type of market of an economic motivation for the purchase of second-hand clothing. This is indeed a key variable in this research.

The data used as the basis for the study of this research were collected through a questionnaire survey, administered face-to-face to a convenience sample of 380 poor consumers who buy second-hand clothes. This number is considered sufficient to perform our empirical data analyses and to validate the results of our causal model.

The survey lasted 12 days with an average time of about 15 minutes to fill out a questionnaire, with our assistance. Thus, to implement our empirical investigation, three methodological steps were necessary:

- Firstly, a measurement specification phase is necessary, including a reflection on the choice of measurement scales to be used.
- Secondly, a data collection phase allows us to specify the procedure for collecting information in the field and the characteristics of the sample.
- Finally, a purification phase of the measurement scales used to verify the quality of the measurements in terms of one-dimensionality and reliability.

5.3. Choice of measuring instruments

To measure the motivations of second-hand users, we used the Roux and Guiot scale (2008), which represents the economic and recreational facets of consumer motivations. This scale is a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

The variable "economic motivations" is made up of three dimensions: the dimension Distance from the system, composed of three items; the Fair Price dimension, composed of two items; and the Ethics and Ecology dimension, also composed of two items.

The "recreational motivations" variable is made up of four dimensions: the "Treasure hunting" dimension, composed of four items; the Originality dimension, composed of two items, the Social Contact dimension, composed of four items; and the Nostalgia dimension, composed of four items.

To operationalize the decision-making process, we used two measurement instruments: the scale of contribution to decision-making developed by El Aoud (2005), which considers three dimensions of decision-making, namely: recognition of the problem, information search, and purchase decision, and the information search scale developed by Amine (1993). We selected the items relating to the dimensions "Problem Recognition" and "Purchasing decision", and we used the information search scale (IRS) developed by Amine (1993) to measure the information search among poor consumers:

- The "Problem Recognition" dimension is composed of six items and is of the Likert type with a good reliability score ($\alpha = 0.78$) as well as good convergent and discriminant validity.
- The "Purchasing Decision" dimension is composed of four items and is of the Likert type with a satisfactory level of reliability ($\alpha = 0.82$).
- The "Information research" dimension is measured by the ERI scale developed by Amine (1993). This scale is of the Likert type and accounts for the evaluation of 5 dimensions of information search, namely: experience, research effort, entourage, conditioning, and salespeople. The 5 dimensions in question each have a good reliability index (respectively 0.90, 0.80, 0.86, 0.85, 0.88) and a good convergent and discriminant validity.

In addition, we have launched a pre-test to verify the psychometric quality of our measurement scales. This pre-test is carried out on a sample of poor consumers composed of 110 persons (see Table 1).

Table 1: Psychometric quality of measurement scales

Variables & authors/Dimensions		**Structure**		**Cronbach's α**
		KMO	**% variance**	
ECONOMIC MOTIVATIONS (*Roux and Guiot, 2008)*	Distance from the system	0.718	78.245	0.861
	Fair price	0.500	81.671	0.775
	Ethics and ecology	0.500	77.292	0.704
RECREATIONAL MOTIVATIONS (*Roux and Guiot, 2008)*	Treasure hunting	0.761	66.689	0.835
	Originality	0.500	80.403	0.756
	Social Contact	0.670	59.005	0.766
	Nostalgy	0.805	73.853	0.881
IRS (INFORMATION RETRIEVAL SCALE) (*Amine, 1993)*	Experience	0.749	57.191	0.746
	Research effort	0.766	65.116	0.819
	Entourage	0.710	71.002	0.796
	Conditioning	0.500	79.444	0.741
	Salespeople	0.500	88.461	0.869
PROBLEM RECOGNITION (*El Aoud, 2005)*		0.875	66.450	0.896
PURCHASING DECISION (*El Aoud, 2005)*		0.824	75.454	0.891

In addition to studying the structures of our latent variables and verifying the one-dimensional structure of the item-derived scales, we performed a set of Principal Component Analyses (PCAs). This allowed us to retain the items that were strongly correlated with the factor axes of the different variables of the study. However, one-dimensionality is checked for all dimensions of the different scales used in this study. The KMO index is considered satisfactory for most dimensions except for the dimensions "Fair price", "Ethics and ecology", "Originality", "Conditioning", and "Salespeople", with a value of 0.500. All dimensions have an eigenvalue greater than 1 (according to the Kaiser criterion), which allows them to explain large percentages of the variance.

Considering the pre-test carried out, three measurement indicators were eliminated for which a very low response rate was recorded. The first indicator relating to item 6 of the problem recognition scale (r = 0.589), its elimination improves the total reliability scores to 0.897. The second indicator relating to item 4 of the purchasing decision scale (r = 0.634), its elimination improves the total reliability scores to 0.904. The third indicator relating to item 4 of the research effort dimension (r = 0.421), its elimination improves the total reliability scores to 0.785. In the end, 44 measurement indicators were selected to carry out our survey.

We performed a confirmatory analysis using the maximum likelihood method, which allowed us to evaluate all the measurement models in terms of fit quality, reliability, and validity for our constructs. The reliability of the constructs was evaluated through Cronbach's alpha and Jöreskog's rho (see Table 2 and 3). Cronbach's alpha index is satisfactory or even excellent for some variables. It varies between 0.749 and 0.953. Similarly, Jöreskog's Rho scores show good reliability scores for some constructs, namely the Treasure Hunting (ρ = 0.80), Social Contact (ρ = 0.80), Nostalgia (ρ = 0.80), Experience (ρ = 0.80), Problem Recognition (ρ = 0.83), Purchasing decision (ρ = 0.74) and the Distance from the system (ρ = 0.75); as well as scores that need some improvement, for others. Indeed, the Fair Price (ρ = 0.66), Ethics and ecology (ρ = 0.68), originality (ρ = 0.66), conditioning (ρ = 0.68), and salespeople (ρ = 0.67) have a low Jöreskog Rho value.

Table 2: Reliability and Validity of Measuring Instruments

Variables/Dimensions		**Cronbach's α**	**Jöreskog's ρ**	ρ_{vc}	**CR**
ECONOMIC MOTIVATIONS	Distance from the system (DFS)	0.891	0.75	0.50	7.652
	Fair price (FP)	0.874	0.66	0.62	7.262
	Ethics and ecology (EE)	0.894	0.68	0.50	6.796
RECREATIONAL MOTIVATIONS	Treasure hunting (TH)	0.869	0.80	0.50	5.927
	Originality (ORG)	0.926	0.66	0.50	6.934
	Social Contact (SC)	0.756	0.80	0.52	4.791
	Nostalgia (NOS)	0.813	0.80	0.50	5.151

PROBLEM RECOGNITION (PR)		0.919	0.83	0.54	6.225
IRS (INFORMATION RETRIEVAL SCALE)	Expérience (EXP)	0.908	0.80	0.50	6.141
	Research effort (RE)	0.902	0.75	0.50	8.338
	Entourage (ENT)	0.833	0.75	0.50	6.383
	Conditioning (COND)	0.830	0.68	0.50	7.381
	Salespeople (SP)	0.749	0.67	0.50	6.409
PURCHASING DECISION (PD)		0.953	0.74	0.50	3.033

Table 3: Measurement Model Fit indices

	χ^2	χ^2/df	GFI	AGFI	CFI	RMR	RMSEA
Economic motivations	8.751	0.796	0.989	0.971	1.00	0.024	0.000
Recreational motivations	190.757	2.687	0.892	0.840	0.915	0.090	0.088
Problem Recognition	10.125	2.025	0.982	0.945	0.994	0.036	0.068
IRS (Information Retrieval Scale)	86.792	1.295	0.947	0.917	0.990	0.990	0.037
Purchasing decision	--	--	1.00	--	1.00	--	0.348

Thus, we decided to keep these dimensions despite the low reliability and convergent validity scores. We consider that the weight of the information research in this search is important insofar as the decision of the poor consumer is very much marked by economic motivations.

The level of convergent validity (Rho of convergent validity) of the variables of the model is satisfactory. The rho of convergent validity varies between 0.5 and 0.62 and is therefore generally above the 0.5 threshold (Hair et al., 1998). That is, this means that more than 50% of the variance of the indicators specified in the measurement models of the different constructs is explained by these constructs. In addition, Student's t (CR) is significant and above the 1.96 cut-off for all variables. This shows the good convergent validity of our variables. In addition, the good internal consistency for all scales, coupled with convergent validity, proves that the homogeneity of the measurement scales is confirmed.

In terms of discriminant validity, it seeks to confirm that our latent variables are, in fact, measured specifically. Checking the results of the matrix, we find that all correlations between latent variables are positive and significant. Indeed, the results indicate square roots of ρ(φ)vc associated with each of the constructs that are greater than the correlations shared with the other constructs. This means the absence of collinearity between the variables and provides proof of the discriminant validity of each construct of the different scales. However, the correlations between the dimensions conditioning and entourage (r^2 = 0.863), salespeople and entourage (r^2 = 0.909), and salespeople and conditioning (r^2 = 0.911) are found to be superior to the square roots of the convergent validity of these constructs. This calls into question the discriminant validity of these constructs (see Table 4). We decided to keep these dimensions since they all measure a single concept, namely the search for information.

Table 4: Discriminant analysis of the measurement scales adopted according to the Fornell and Larcker method (1981)

	DFS	FP	EE	TH	ORG	SC	NOS	PR	EXP	RE	ENT	COND	SP	PD
DFS	**0.50**[2]													
FP	0.169	**0.62**												
EE	0.168	0.169	**0.50**											
TH	0.185	0.170	0.169	**0.50**										
ORG	0.185	0.041	0.189	0.189	**0.50**									
SC	0.026	0.019	0.012	0.087	0.041	**0.52**								
NOS	0.034	0.024	0.036	0.101	0.076	0.182	**0.50**							
PR	0.037	0.000	0.041	0.047	0.045	0.038	0.237	**0.54**						
EXP	0.041	0.001	0.013	0.021	0.005	0.033	0.071	0.134	**0.50**					

[2] Diagonally, the values of the Jöreskog Rho are presented.

RE	0.036	0.003	0.041	0.022	0.026	0.089	0.257	0.257	0.433	**0.50**				
ENT	0.020	0.000	0.022	0.000	0.033	0.056	0.154	0.157	0.288	0.327	**0.50**			
COND	0.005	0.000	0.008	0.014	0.005	0.038	0.066	0.132	0.113	0.168	0.744	**0.50**		
SP	0.007	0.006	0.008	0.001	0.008	0.051	0.063	0.100	0.134	0.177	0.826	0.830	**0.50**	
PD	0.007	0.001	0.019	0.003	0.007	0.031	0.007	0.010	0.032	0.047	0.210	0.195	0.313	**0.50**

To conclude, we can assert that the confirmatory factor analysis on the various constructs yields satisfactory results. The fit indices, compared to commonly accepted values, are considered acceptable or even good for certain indices. The assessment of internal consistency reliability using Jöreskog's rho coefficient yields excellent values exceeding 0.80. Regarding convergent validity, all factor contributions linking the indicators to the dimensions are significant ($t > 1.96$). In addition, the rho coefficients of convergent validity representing the average of the variances between the constructs and their measures are good. Finally, the correlations between the different constructs are acceptable, which proves the discriminant validity of the constructs except for three dimensions.

6. STATISTICAL ANALYSIS AND RESULTS

Hair & al. (1995) and Roussel & al. (2002) recommend checking absolute indices, incremental indices, and parsimony indices to estimate the fit quality of the research model. However, an examination of the adjustment indices reveals that this model fits well with the empirical data, provided that all indicators are satisfactory or at least close to the generally recommended thresholds (see Table 5).

Table 5: Structural Model Fit Indices

	χ^2	χ^2/df	P	GFI	AGFI	CFI	RMR	RMSEA	Confidence interval for RMSEA
M1	1803.470	2.139	0.000	0.713	0.678	0.846	0.253	0.072	[0.068-0.077]
M0	7133.577	7.900	0.000	0.256	0.220	0.000	0.444	0.177	[0.174-0.181]

The fit indices of our research model indicate that it is statistically significant and provides a good fit with our empirical data. This leads us to verify and test all the theoretical relationships contained in this model. The following table presents the standardized coefficients, Student's values, and significance thresholds for the relationships tested.

Table 6: Coefficients of the structural model

			λ	SE	CR	P	Assumptions
DFS	→	PR	0.092	0.033	2.799	0.005	Validated
FP	→	PR	-0.105	0.029	-3.655	0.000	Validated
EE	→	PR	0.070	0.028	2.464	0.014	Validated
TH	→	PR	0.082	0.045	1.819	0.069	Not validated
ORG	→	PR	0.016	0.030	0.537	0.591	Not validated
SC	→	PR	-0.023	0.037	-0.621	0.535	Not validated
NOS	→	PR	0.272	0.055	4.992	0.000	Validated
PR	→	EXP	0.597	0.127	4.685	0.000	Validated
PR	→	RE	0.970	0.199	4.873	0.000	Validated
PR	→	ENT	0.669	0.145	4.605	0.000	Validated
PR	→	COND	0.084	0.168	0.500	0.617	Not validated
PR	→	SP	1.091	0.199	5.494	0.000	Validated
EXP	→	PD	0.001	0.079	0.010	0.992	Not validated
RE	→	PD	0.010	0.048	0.217	0.829	Not validated
ENT	→	PD	0.704	0.187	3.767	0.000	Validated
COND	→	PD	0.077	0.183	0.422	0.673	Not validated
SP	→	PD	0.133	0.121	1.099	0.272	Not validated

The examination of the standardized parameters and Student's values shows that the H1 hypothesis is partially validated, highlighting the influence of the dimension "Ethics and ecology" ($\lambda = 0.070$; $p = 0.014$) on problem recognition in the poor consumer. This same analysis shows that problem recognition is influenced by the "Distance from the system" dimension, and by the "Fair price" dimension (Student's t ranging from -0.105 to 0.092), which are well below the recommended threshold of 1.96 (see Figure 2).

The structural analysis also shows that the dimension "Nostalgia" (λ=0.272; p=0.000) is the only source of recreational motivations that is positively related to Problem recognition in the poor consumer, thus partially rejecting the H2 hypothesis. In the same vein, the structural analysis shows that the dimensions "Treasure hunting", "Originality", and "Social contact" do not seem to exert any statistically significant effect on problem recognition among poor consumers (student's t-ranges from -0.023 to 0.082) (see Figure 2).

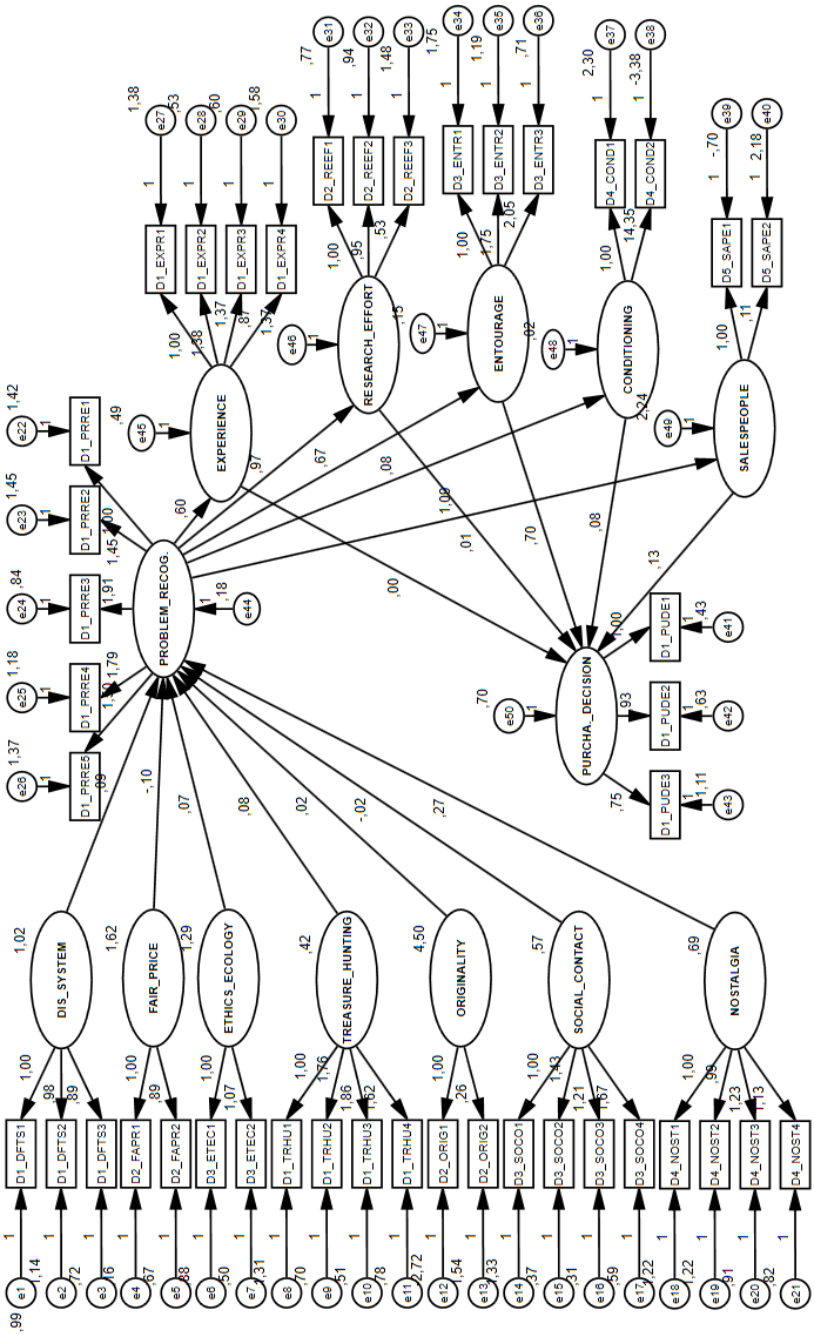

Figure 2: Impact of second-hand purchasing motivations on the purchasing decision-making process of the poor consumer through structural equation modeling

Hypothesis H3 is fully verified, highlighting the influence of the variable "Problem Recognition" on all types of information search among poor consumers. However, the impact of recognizing the problem varies for different types of information research. It turns out that "Research Effort (λ=0.970; p=0.000)", "Entourage (λ=0.669; p=0.000)", and "Experience (λ=0.597; p=0.000)" are the most influenced by the Problem recognition, followed by the other sources of information research.

Regarding the effect of information research on the poor consumers' purchasing decision, Student's t-test shows that only the "Entourage" components (λ = 0.704; p = 0.000) positively influence the decision to buy second-hand clothes among the poor consumers. Student's t-test is not significant

for the other components, namely "Experience (λ = 0.001; p = 0.992)", "Research effort (λ = 0.010; p = 0.829)", "Conditioning (λ = 0.077; p = 0.673)", and "Salespeople (λ = 0.133; p = 0.272)". In addition, the H4 hypothesis is partially validated.

7. DISCUSSION, IMPLICATIONS, FUTURE VENUES OF RESEARCH, AND LIMITS

This research feeds the reflection on consumer behavior, more specifically, the poor consumer's behavior, by confronting two concepts, namely the motivations towards the second-hand clothes purchase and the poor consumer's decision-making process. We demonstrated that the effect of economic motivations towards the second-hand clothes' purchase is reduced to an ethical and ecological valuation: poor consumers look for products that are adequate to meet their moral and ecological obligations.

On the other hand, contrary to our expectations, the economic motivations represented by "Distance from the system" and "Fair price" seem not to be decisive for satisfying the needs of this consumer. This represents the first change in the decision-making process of the poor consumer generated by his or her motivations. These results are in line with those advocated by Belk & al. (1988) and Roux and Guiot (2005, 2007, 2008), according to which second-hand buying goes beyond the simple acquisition of a good discounted by its degree of wear and tear to encompass a shopping experience. As a result, these results highlight the importance of the hedonistic and recreational motive that characterizes the poor consumer behavior. This brings a new insight on the motivations for second-hand purchase, which have often been limited to economic reasons.

It has also been proved that recreational motivations, and more specifically their nostalgic component, are linked to the phase of problem recognition, which refers to the hedonistic experience of the poor consumer. This result is interesting, especially since motivation has often been linked to the utilitarian and economic aspects of consumption. The social aspects manifested in social contact do not seem to affect the need recognition, thus reinforcing the idea that today's consumer is looking for an experience that is distinctive from other consumers.

It also emerges that the search for information among poor consumers is greatly influenced by their recognized need, which is only a reflection of their economic and recreational motivations. This clearly shows the importance of the information-seeking phase in the decision-making process of the poor consumer. We emphasize, here, on the weight of research effort and experience in this phase. These results are consistent with those of Sherry (1990). Our findings also indicate that only the poor consumer's entourage and the salespeople intervene in his or her purchase decision, whether in time or place.

On the managerial level, several implications can be mentioned. First, our study has made it possible to identify an important dimension of consumer behavior, namely, motivations towards second-hand purchase. Indeed, the more the customers' motivations are known and identified, the greater the profitability of the actions undertaken by the marketing manager, whether in terms of product, price, distribution, or terms of communication. In addition, our work has highlighted a population that has long been marginalized and untapped, namely, the poor consumers. Indeed, this research sheds light on the decision-making process adopted by this target. The importance of using direct marketing for businesses can therefore be recommended. The fact that the entourage and the salespeople are decisive factors in his decision-making reflects the importance of the Word Of Mouth and the effectiveness of direct marketing efforts to sell at the base of the pyramid.

Methodologically, we were able to set up an approach based on the identification of a set of measurement scales relating to the different variables. This approach allowed us to ensure the reliability and internal validity of our study to control any probable source of nuisance.

The first limitation of our study concerns its external validity. We focused on a specific population, on a single product category (second-hand clothing). It would therefore be interesting to test the conceptualization proposed for other populations, for other product categories, and also in the context of other consumption occasions. Thus, it would be relevant to enrich this conceptual model with additional variables, such as perceived risk, purchase barriers, and situational variables. Future research directions are also suggested to test the impact of direct marketing actions directed at this target and to compare them with mass advertising campaigns.

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