



TRENDSALES

Sell your clothes
and boost your identity!

Motivation behind consumer resale on Trendsales

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ABSTRACT

The focus of this research paper is to investigate the motivation of Danish consumers' decision to resell clothing and personal items on Trendsales. This should provide beneficial insight for the marketing initiatives of Trendsales and possible initiatives for more sustainable consumer disposal behavior in Denmark.

The research is positioned within a Consumer Culture Theory framework, specifically the field of Consumer Identity Projects, with a process designed according to The Four-Step Method of Inquiry by McCracken and approached from a hermeneutic contextual perspective. The theoretical framework mainly consisted of Bourdieu's Theory of Practice, Belk's Extended Self and Ahuvia's Strategies of a Coherent Self. Empirical data was gathered through five semi structured in depth lifeworld interviews with Danish female Trendsales users, aged 20-60 and situated in Copenhagen. The interviews were constructed and analyzed through a continuous back and forth process between the theoretical framework and empirical findings.

This lead to a final discussion, suggesting that consumers are motivated to sell their items on Trendsales as a part of different identity projects, which may be fulfilled through the Symbolic Value within this act. It further suggests an increased attraction to Trendsales resale as sellers become part of the Field it forms and the internal battle for Capital it contains. Finally, the research suggests an even greater motivation due to Trendsales' synthesizing impact on the individual's management of a coherent self.

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1. INTRODUCTION

Production and consumption within the world of textiles, specifically clothing and personal items, is quickly reaching its limits. At the same time Danish consumers are only using on average 30% of their items' lifetime. The Nordic Council of Ministers therefore published a report in 2014 on this issue, stating that they believe the solution is partly to be found in the reuse and recycling of textiles, and preferably reuse of items' original purpose.

The online site Trendsales has supported the reuse of clothing and personal items since 2004 by facilitating consumer-to-consumer (C2C) trade with mainly fashion items. Through Trendsales, consumers can invest time in uploading items on Trendsales and engaging in sales communication and in return receive a profit of items, which they do not wish to use any longer. But what is it really that attracts people to engage with this way of disposing? Classic rational thought would argue that it is the possibility of gaining economic profit. This research challenges that belief, as it views consumers as more than economically rational beings, but as identity seekers and makers. This research paper thereby attempts to identify alternative motivational factors behind the resale of clothing and personal items on Trendsales, particularly for Danish women living in Copenhagen.

Consumers are constantly engaging in several identity projects through their actions and possessions. The belief of this paper is that resale on Trendsales is no different and should not be simplified to one answer, but should be seen as a part of one or many identity projects. Bourdieu's (1977) Theory of Practice, Belk's (1988) concept of the Extended Self and Ahuvia's (2005) Strategies for a Coherent Self have provided the theoretical background for this research and facilitated the understanding of five Trendsales users' motivation to resell their clothing and personal items through the explorative research of in-depth lifeworld interviews.

This overall lead to a research paper, summed up in the following project statement:

The anthropological study into consumer motivation behind the resale of clothing and personal items on Trendsales, as a part of consumers' multiple identity projects.

This study thereby attempts to provide an answer to the following research question and sub-questions:
How are consumers motivated to resell their clothing and personal items on Trendsales?

Sub-questions:

How are consumer identity projects impacted through the resale on Trendsales?

How do individuals increase their Symbolic Capital through resale on Trendsales?

How do Individuals manage the multiple identities involved in resale on Trendsales to create a Coherent self?

2. RESEARCH MOTIVATION AND DELIMITATION

The research is motivated by two factors – thoughts on sustainable consumption of clothing and a critical eye on Trendsales' marketing approach to their users and potential users, specifically the selling rather than the buying users on the site. The following section will therefore give some insight into the general consumption and disposal tendencies in Denmark and the issues and possibilities regarding sustainability, focused on the areas of object lifetime and disposal methods. This will lead to an overview of the case of Trendsales and their current marketing approach to the selling users.

2.1 Disposal of textiles in Denmark

The initial idea for this research was motivated by a report released by The Nordic Council of Ministers regarding reuse and recycling of textiles in Denmark. On a global comparative scale and even compared to the Nordic neighbors, Denmark is doing very well in collecting, reusing and recycling textiles. Textiles include any type of cloth or woven fabric, mainly as a part of the clothing/fashion industry (Palm et al., 2014). 46% of the newly bought textiles in Denmark are collected each year for reuse or recycling rather than going directly to waste and incineration or piling up as unused clothing in consumer homes (Tojo, 2012).

This is, however, based on a consumption level, which is drastically increasing, especially the consumption of textiles and especially in Denmark. Denmark arguably enjoys a leading role in many aspects of environmental issues and the green transition, however, within textile overconsumption we are lacking far behind and statistics show that it is only getting worse. Unfortunately, this is within an industry, which causes detrimental environmental and social effects throughout the whole supply chain (*ibid.*).

To combat the overconsumption, organizations such as The Nordic Council of Ministers see reuse and recycling as optimal solutions (Nielsen & Schmidt, 2014). Despite the fact that 46% of textiles are collected for reuse/recycling in Denmark, which is a comparatively high percentage, there is still 54%

of textiles, which every year either goes to waste, is accumulated in consumer homes due to tendencies such as hoarding, or end up in unknown places unused (Palm et al., 2014). This means, that in relation to the amount of newly purchased textiles per year, there is a gap of 48,000 tons of discarded textiles every year (*ibid.*), where on average each clothing item still contains 70% of its usage lifetime (Farrant et al., 2010).

The textiles, which are not discarded, are collected or bought through a list of different channels both formal and informal. Formal channels, which cover most of the collection are charity organizations such as red cross, private secondhand stores, clothing shops with recycle/reuse programs such as H&M, and online secondhand sites, which allow C2C trading such as Trendsales and Den Blå Avis (DBA). Informal exchange channels consist of flea markets and personal exchanges.

The Nordic Council of Ministers has states that the most preferred option is reuse of clothing in comparison to recycling. Reuse includes “any operations by which products or components that are not wasted are used again for the same purpose for which they were conceived” (Tojo et al. 2012, p. 15). Reuse therefore does not include any potentially polluting transformation of the textiles. The charitable reuse of clothing – sending used clothes to developing countries or in cases of crises – has of course large beneficial impacts, and is done to large extents as help for developing countries. Denmark alone exports about 23,000 tons of textiles every year for reuse through charitable organizations. Some do, however, argue that the increasing export of used clothes may have detrimental impacts on local clothing industries in the receiving developing countries. In addition, some state that there is an oversupply of used clothes, larger than the demand, which results in large amounts of donated clothes ending up incinerated rather than being used for its original purpose (BBC.com, 2015).

Increasing potential is, however, found in both formal and informal C2C trading. Primarily, the reuse of the clothing’s original purpose is largely positive, as it includes no potentially polluting transformation. Additionally, it can be argued that C2C trading may result in positive externalities, and decrease the consumption of newly produced clothing, since consumers may satisfy parts of their consumption needs with used clothing. The potential for C2C trading is increased by the recognized and rising consumer demand for second hand clothing in Denmark (Skov, Larsen & Netter, 2011). The great success of Trendsales also provides support for this statement. But clearly there is a potential for even larger reuse and resale, since 48,000 tons of clothes are wasted every year.

2.2 Case Description: Trendsales

Trendsales is one of the first online sites facilitating trade between consumers of clothing and personal items, and is one of the biggest in Scandinavia. Trendsales originally started under the name Slipseknuden in 2002, as an online site for buying ties. Two years later in 2004, the founders, Martin Falslev Andersen and Bo Eriksen, decided to turn the site into the now well-known C2C trading site, called Trendsales (SN.dk, 2014). Today the company employs between 50-60 people and has their headquarters in Copenhagen. Apart from Denmark, the site also operates in Sweden, Norway, Finland and Germany (DR.dk, 2014). Their economic situation has been quite low the last three years, but this is mainly due to an internal scandal in 2015, where the previous CEO was accused of stealing money from the company. This lead to 88% of the company being bought up by the Swiss company Tamedia (fashionforum.dk, 2017).

The site currently has about 680.000 posts of items for sale, about 980.000 users and about 5.000 people uploading a profile every month. Trendsales is still dealing with a deficit but is slowly trying to build itself up again, so it can continue without the support from Tamedia (*ibid.*).

2.2.1 Trendsales functions and specifics for this research

The main function of the site is to facilitate C2C trade, which consists of buyers, sellers, and item posts. This makes up what Trendsales calls the “Bazaar”, which is the focus of this research. Both buyers and sellers have a profile on Trendsales, where they state their name, area of residence and possibly a descriptive text, which the user creates him/herself. It is also possible to have a validation stamp on the profile, which the user must apply for. If confirmed, it will show up on the user profile and indicate that the items sold from the specific user are not fake brands. Finally, there is also a rating box, which shows how satisfied buyers or sellers have been with trading with the user (look to Appendix 1 to see an example of a user profile).

As a user, it is possible to upload posts of items, which other users can bid and comment on. These posts and the users uploading them are the focus of this research and these users will be referred to as the “sellers”. It is possible to sell clothes, accessories, shoes, items for children, electronics and interior items, where the first three categories make up most of the posts specifically from and for women (Trendsales.dk, 2017). A sales post usually includes pictures of the item, brand name, item name, size, etc. (look to Appendix 2 to see an example of a sales post). The process of creating and uploading these posts and afterwards answering questions and bids from buyers can be a time consuming process (Trendsales.dk, 2017; Paden & Stell, 2005).

VIP members are users who pay a monthly fee of 68DKK to gain benefits mainly for the sales side. This research looks into the sales function on Trendsales in general, but empirically it is based on findings from VIP members, as they are arguably the most engaged sellers. The main benefits are the ability to upload an unlimited amount of posts, the option of uploading more of pictures per post, and possibility to re-upload posts using only one click (the complete list of benefits can be seen in Appendix 3).

Apart from the Bazaar, Trendsales also have something called the “Outlet”. This is not included in the research, however, it will be briefly explained as it is referred to during the empirical findings. It functions exactly like an online shop, where established shops can upload posts of items, which users can buy for a specific price without the possibility of bidding, contrary to the Bazaar.

2.2.2 Trendsales' current marketing strategy for sellers

As stated, the focus of this research is the sellers and their motivation to resell on Trendsales. It is therefore found relevant to include a quick description of Trendsales' current communication to and with current and potential sellers and VIP users. It basically consists of two main messages: “more profit” and “more security” (Trendsales.dk, 2017). In Trendsales’ development of services and marketing messages, they have decided to use strategies such as monthly discounts on VIP memberships and increased security during payment transactions between consumers. Both of these points are economically rationalized motivation factors.

This research does not dispute the efficiency of these marketing methods, but looks into the possibility of additional factors, which may impact the motivation of sellers on Trendsales.

2.3 Research delimitation

Based on the points, which motivated the idea for this research, sustainable disposal and the case of Trendsales, combined with the literature review and theory in the following sections, the research question was constructed, and has been limited to the following definitions and points, which make up the scope of this research.

Firstly, resale is the act investigated in this research. The section on disposal tendencies in Denmark (Section 2.1) included the definition of this term and described the alternative disposal methods, which should specify which actions are included and excluded in this research. Additionally, this research will look into the resale of clothing and personal items, specifically accessories and shoes.

These are the type of items, which are the most prevalent sales items on Trendsales. In addition, the scope of the research is of course also limited to the case of Trendsales. Alternative channels for disposal do, however, appear in the empirical findings and analysis. The consumers, investigated in this research, are women of the age 20-60. As this research takes on a contextual cultural approach, it is also worth mentioning that it is limited to Danish consumers located in Copenhagen. This is especially relevant to mention, as the findings may have been different if the scope included consumers located outside Denmark or outside a big city.

Secondly, the research question looks at “motivation”. This is defined in detail through theory in Section 6, but briefly explained, motivation is based on individuals’ desire to increase their own symbolic Self-worth in the process of identity creation through actions and possessions. Furthermore, the research looks specifically at the motivation of resale of personal items on Trendsales. Therefore, the general use of the website Trendsales will not be in focus unless it has an impact on the resale decision. Also, the resale of others peoples’ items will also only be included, if it has an impact or gives a better understanding of the resale of personal items.

Finally, it must be emphasized that this research puts the individual consumer at the center together with their project of identity creation. Societal trends, the communicative/marketing strategy of Trendsales or marketplace cultures will therefore not be explored in depth. Such factors may be brought up during the analysis, but only through the perspective of the individual and if it is relevant for their motivation for resale on Trendsales.

3. PROJECT STRUCTURE

To investigate the research question, it was found relevant to use a qualitative approach, as the purpose is to explore the research area. For the process of the research, the thesis turned to “The Long Interview” by Grant McCracken (1988a), a very effective and revealing instrument for inquiry. The philosophical perspective and theoretical framework will be explained in latter sections, but overall they emphasize the importance of culture and context, and a more complex understanding of the individual. The Four Steps of Inquiry described by McCracken (1988a) made it possible to identify and investigate these complexities for a thorough exploration of the research question – “It allows us, in other words, to achieve crucial qualitative objectives within a manageable methodological context” (p. 11).

The four steps are (1) review of analytic categories and interview design, (2) review of cultural categories and interview design, (3) interview procedure and the discovery of cultural categories, and

(4) interview analysis and the discovery of analytical categories (look to Figure 1) (McCracken, 1988a, p. 29).

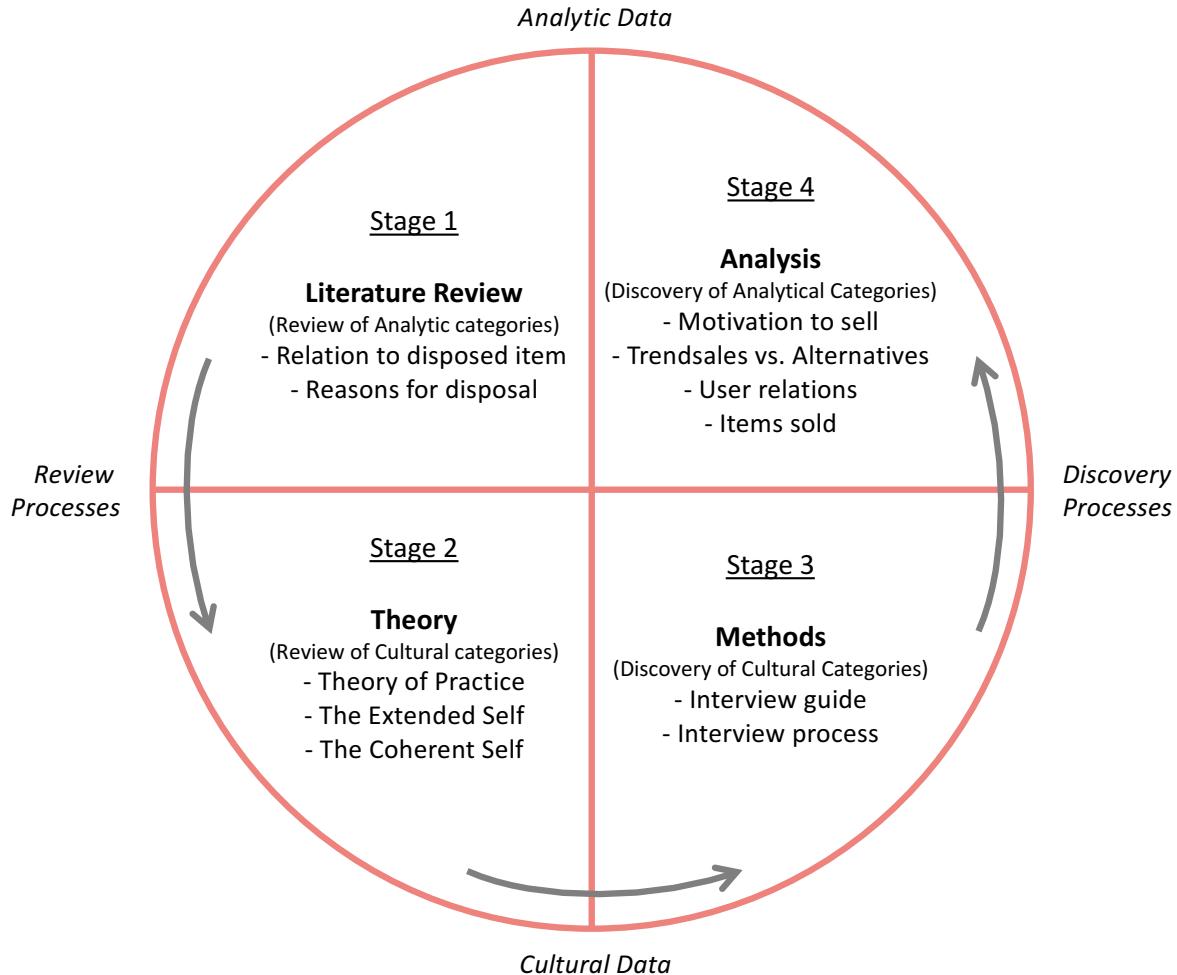


Figure 1 – The Four Steps of Inquiry in this research paper

The Literature Review in Section 4 covers the first step of inquiry. It involved an exhaustive review of previous literature done on the relevant research areas, namely disposal of possessions and C2C trade. This made it possible to ‘deconstruct’ the pool of literature, to identify prevalent categories and relationships, which should be considered in the ongoing research process. The two main areas identified were “reasons for disposal” and “relation to disposed item”, which implied that these two points were important to consider including all their complexities, through the exploration of the research question.

The second step includes a “review of cultural categories”. According to McCracken (1988a), this is when the investigator uses her/his Self as an instrument for inquiry. However, for the purposes of this thesis a theoretical framework will take the place of the investigator’s Self. Therefore, a section on the Philosophy of Science within this research will be reviewed prior to the Theory section to establish the world view, which replaces the “Investigator Self” of this research. This is followed by a review of the theoretical glasses, through which the research question and the interviews are approached.

The third step is the result of the first two, namely the construction of the interview guide and the interview process. Relevant methodological explanations and considerations are described, prior to the description of the interview guide, which was built on the important relations and categories identified through step 1 and 2. The interview guide was formally shaped according to the questionnaire construction guide by McCracken (1988a).

Finally, the fourth step consists of the analysis of the qualitative findings. This was done according to the process of Meaning Condensation, similar to the process described by McCracken (1988a). The purpose is to move from the particular to the general (*ibid.*) by moving back and forth between theory and findings to identify analytic categories prevalent in the empirical findings. This will be followed up by a discussion on the interesting points and relations inquired through the combination of findings and theory, leading to a conclusion answering the research question on the motivation behind resale on Trendsales.

4. LITERATURE REVIEW

The prior section on Project Structure, referred to the circle of qualitative methods by McCracken (1988a) and the Four-Step Method of Inquiry, where the first step is a review of analytic categories. This includes an exhaustive review of the literature done within the relevant fields. This step made it possible to take full advantage of previous research, by identifying prevalent concepts and relations within the field, which subsequently aids the definition of problems and gaps within the field and the specification of the following data gathered (*ibid.*).

This section draws on relevant literature mainly from the fields of consumer goods disposal and C2C trade. The overall aim of the section is thereby to use this literature to examine the empirical research, looking into the motivation behind Trendsales users’ decision to resell clothing and personal items.

4.1 Disposal as a part of the consumption process

Consumer behavior is not a new field for researchers and it is long ago that researchers recognized the consumer in the value creation of goods, which subsequently has been included in the works of marketers (Heding et al., 2009). The classical consumption process includes the stages obtaining, consuming, and disposing of products and services (Blackwell et al., 2006, p. 4; Solomon, 2006, p. 7). In this sense, disposal of products has always been acknowledged within consumer research. The focus has, however, mainly been on the obtaining and consumption stages, resulting in a disregard of the disposal stage. This meant that the amount of research on this topic was very limited until recently (Sherry, 1990; Jacoby et al., 1977; Chu, 2013).

Jacoby et al. (1977) were one of the first to identify this research gap in the consumption process, as they stated that “virtually no conceptual or empirical work has been addressed to the general issue of disposal by consumers” (p. 22). They therefore developed a taxonomy of possible consumer disposal behaviors to initiate the discussion on this topic. These alternative disposal behaviors were: 1. Keep the product – continue original use, convert to serve another purpose or store it for later use, 2. Permanently dispose of it – throw it away, give it away, sell it or trade it, 3. Temporarily dispose of it – loan it or rent it to someone else (ibid., p. 22). It is relevant to mention here, that this research will look into the permanent disposal through selling the good, however, the alternatives are kept in mind throughout the research process to understand the choice of one alternative over the other.

Since then, the research on the relation between disposal and consumer behavior has slowly risen, alongside an overall reevaluation of the view of consumer behavior and value creation. The role and value of products and services has changed immensely in theory and in practice through the history of the marketer and consumer behavior from a rational economic approach to a more inclusive cultural approach (Heding et al., 2009). McCracken (1988b) is one of the influential researchers, who acknowledged the value creation of products and services as a circulation of cultural meanings through the consumption of goods. It is important to emphasize here that the value in products is much more than their utilitarian purpose, as they carry and communicate value created by countless meanings.

It is essential to understand that a product does not lose all meaning and value when its intended use ended, and also that the intended use and value is never fixed and is constantly reevaluated, as meaning and value is continuously being invested in consumer goods (ibid.). McCracken is especially relevant to include, as he is one of the first to acknowledge the value of consumer goods through to and including the stage of disposal, in the act of divestment. He points out that even after a product’s intended use has finished, a lot of personal and cultural meanings have been built up within it. At loss

of this good, the consumer may therefore feel a sense of mourning (McCracken, 1986) and vice versa, if another consumer is to purchase or use this good, they will often prefer the removal of all signs of previous use, as these are perceived as very personal meanings from the previous owner, which the new owner does not see same value in. The divestment act is to ensure that there is no meaning-loss from the initial owner or no meaning-contagion onto the new owner (*ibid.*).

It can therefore be argued that the act of disposal is just as complex as the first steps of the consumer process and should be given just as much attention in the research of consumer behavior. In addition, the report by The Nordic Council of Ministers on sustainable consumption and disposal, gives an incentive to look into this area of research, to understand what guides consumers' choices of disposal, and potentially gain useful insights for a push towards an increased reuse of textiles, as desired by the Nordic Council of Ministers.

4.2 Categories and relations in previous literature

Since the works of Jacoby et al. (1977), more research has been done within the field of disposal of consumer goods. The following section will go through some of the main works, to give an understanding of the field and to show, which issues and dynamics have been most prevalent, and thereby give an idea of the relevant factors to consider throughout this research.

This has led to the following two categories: relation to disposed item and reason for disposal. Both of these points have proven to have an impact on the act of disposal of consumer goods.

4.2.1 Relation to disposed item

The first point to highlight is by Shim (1995), who stated that studies on disposal must be product specific. It is reasonable to assume that the dynamics, which play a role in the act of disposal, depends on the type of product due to unique characteristics of the product and its consumption process. A study on refrigerators and washing machines for example showed very different reasoning behind and methods of disposal from other types of products (DeBell & Dardis, 1979). It is therefore also critical to mention that this paper will, for this reason, be specified to the disposal of women's clothing and personal items, while disposal of technology or interior goods will not be considered despite their inclusion on Trendsales. This point on product specificity opens up for the discussion on the role, which the specific product plays in consumers' decision to dispose and how to dispose.

Research on second hand items have indicated that these items are often filled with strong sets of history and cultural biographies, which has shown signs of playing a large role on both the buyer's and the seller's value perception of the product. This is especially seen in more intimate items such as clothing pieces (Parsons, 2006; Kopytoff, 1986). Jacob et al. (1977) also mentioned this high consumer involvement in clothing and hypothesized that this may be the reason behind the lack of resale of such goods. He hypothesizes that the higher the emotional attachment, the less likely one may be to resell a product. Paden & Stell (2005) contribute to this idea, stating that when a consumer sees no use of a product, they are more likely to dispose of it. However, the idea of what is useful can be vague, and according to McCracken (1986) even things that seem to have no use any longer may still carry emotional value and cultural meaning, where consumers may feel "a little strange about someone else wearing [their] old coat" (p. 80).

The amount of perceived value in older products has also been discussed through the concept of Patina. A physical and symbolic property used by the high class to distinguish themselves from the lower class. The physical property of Patina is the wear, or tear, experienced by an object through time and often through generations. This sense of Patina does not in itself contain any level of status. However, in combination with an object of high class symbolic value, Patina becomes a property of symbolic value, as it serves as a confirmation of wealth (McCracken, 1988b). This is a concept developed in relation to the notion of conspicuous consumption and has therefore been argued to be a dated idea due to a different societal structure today. Some researchers, however, still argue for its existence such as Csaba & Ger (2013), who argue that within certain consumer groups, Patina might still be valued in oriental carpets. This is a relevant point to mention, when it comes to the resale of used product, as wear and tear might be perceived differently depending on the item or context.

Another point to add to this discussion is by Chu & Liao (2007), who looked into the resale of products, which were purchased with different intentions. They realized that some products are purchased with the idea of being resold later. They believe that this idea of planned vs. unplanned resale may have an impact on both the consumption of the product and the disposal of it. One might argue, that this may be due to the extent to which the consumer invests their Self in the product. As Lastovicka & Fernandez (2007) argue, C2C trade can be seen as an exchange of the shared Self. It has later been argued that for this reason, sellers are often more likely to sell to buyers that are more like the Self that they have invested in the item, or to people who they can be assured will use the product as the initial owner had intended it to be used (Trudel et al., 2016; Price, Arnould & Curasi, 2000; Brough & Isaac,

2012). This is done to an extent, where elderly people have been seen passing on specific possessions to others to pass on their own identity to feel a sense of immortality (Price et al., 2000).

4.2.2 Reason for disposal

The motivation to dispose and the choice of method has in previous literature often shown to be interrelated with the item being disposed, as discussed above. Other research has, however, suggested that disposal acts can be triggered or guided by other more general motivations or purposes, independent from the item. This section explores literature on factors leading to the choice of disposing and the factors affecting the method chosen, independently from the item.

Returning to the taxonomy of disposal, it was stated that this paper looks into the permanent disposal of items through resale. The rational assumption about the motivation behind this, would be possibility of economic profit. This paper goes further than the rational economic man, it is, however, a relevant point and must therefore not be excluded. Recent studies have shown that consumers may be motivated to resell, as it will economically allow them to purchase new items. It has even been hypothesized that the new easily available resale possibilities, may positively impact the market of new goods, as the possibility of resale makes new items seem less expensive (Liao & Chu, 2013).

The following research has, however, shown that the disposal decision cannot simply be narrowed down to economic benefits. It is also relevant to mention here that despite the obvious economic outcome of resale, it often includes costs as well. Paden & Stell (2005) state that "Activities for selling via an online auction can include photographing the item, writing a description, setting an opening bid price, and even shipping the item to the buyer. Although there is variation in activities among the resale alternatives, each requires the expenditure of effort, time and money to dispose of the used goods" (p. 117). This can especially be said for Trendsales VIP members, as they have an economic cost of a monthly membership fee.

It has been argued that research must look deeper into the decision of disposing than the initially obvious economic benefit. One must look into what initiated the decision to dispose and why the specific disposal channel was chosen (Paden and Stell, 2005). In their study of a US garage sale, Herrmann and Soiffer (1984) point out that the resellers benefitted from a list of factors other than economic ones, from the practicality of housecleaning to an attraction to the social aspect of the trading. Paden and Stell (2005) support this belief as they state that the choice of disposal channel may be reasoned in "economic and philanthropic motives, self-image and personality traits" (p. 109). It was for example very recently discovered that women, who are fashion oriented, are less likely to dispose of their clothing. However,

if done, they were more prone to reselling it than throwing it out (Weber et al., 2017). Herrmann and Soiffer's (1984) point on the social aspect of trading has been further developed by Chu (2013), who noticed that the attraction to C2C trading sites, was partially due to the community created between sellers and buyers. This was supported by the idea of consumer attraction to online communities on online shopping sites in general (Korgaonkar & Wolin, 1999).

Research on the consumer choice between different disposal channels have touched upon the motive of socially and environmentally responsible awareness. Shim (1995) for example acknowledges the economic motive, but also includes aspects of charity and environment, by identifying, through empirical research, eight different patterns of clothing disposal: Economically motivated resale, environmentally motivated resale, charity motivated donation, environmentally motivated donation, economically motivated reuse, environmentally motivated reuse, convenience-oriented discarding and unawareness-based discarding. The choice of an environmentally or socially responsible method of disposal has been reasoned in the consumer's level of knowledge about the negative impact of production and waste and the awareness about environmentally or socially responsible disposal alternatives. The more available information, the more likely they are to dispose responsibly (Pieters, 1991; Domina & Koch, 1998; Paden & Stell, 2005). It has further been argued that responsible disposal is often a result of pressure from social norms (Paden & Stell, 2005; Harrell & McConochia, 1992). Shim (1995) adds to this that most often women were more likely to make environmentally responsible disposal decisions. Finally, it has been suggested that the resale of one's products can allow the consumer to avoid a sense of waste and overconsumption, giving them the feeling of being environmentally responsible (Liao & Chu, 2013; Okada; 2001).

Jacoby et al. (1977) were some of the first to notice the lack of research on the topic of disposal of consumer goods. The contribution of their taxonomy for disposal has been a great initiator to the research field and has therefore often been cited. They do, however, realize and state in their paper that the real important question is "why?" (p. 27), why the defined disposal patterns appear. The purpose of this paper is to look into exactly that. By including consumers' cultural context and their constant project of creating their own identity, this paper aims to dig deeper into the research field discussed above, to understand why female Danish consumers decide to resell their clothing on the C2C site, Trendsales.

5. PHILOSOPHY OF SCIENCE

This section will start out by explaining the paradigm of this paper, since, in accordance with Guba and Lincoln (1994), the specific methods used are seen as secondary to the question of paradigm. This section will therefore focus on describing the world view of this paper by elaborating on the corresponding ontological, epistemological and methodological perspectives. These are important to define to give the reader a clear understanding of the purpose and view of the findings, and will therefore be done by referencing the relevance to the research, as it defines the lifeworld assumptions, which have been kept all through the research paper and process.

5.1 Ontology

Guba & Lincoln (1994) define four major competing paradigms, which each constitute a different basic belief system; positivism, post-positivism, critical theory and constructivism. The paradigm, which has guided this research is *constructivism* (Guba & Lincoln, 1994), or what some would refer to as *social constructivism* (Kvale & Brinkmann, 2009; Burr, 2003). This entails an ontological point of view of *relativism*. The ontological perspective explains the fundamental nature of existence used in this paper (Kvale & Brinkmann, 2009, p. 326). Specifically, the ontological perspective of relativism supports the belief that there is no single reality or truth, but instead multiple intangible and constantly evolving mental constructions of reality, which all are based on an infinite number and variations of contexts (Guba & Lincoln, 1994, p. 110). This unlimited number of contexts can, however, suffer from the “problem of infinite regress of contextualizing, contextualizing contexts and so on” (Dilley, 1999, p. 16). One must therefore acknowledge that it is only possible to draw on a limited amount contextual factors, therefore resulting in limited relativism, where this research is dependent on a specific contextual framework (Askegaard & Linnet, p. 396). These contextual factors will become evident in the methodological choices explained throughout the sections of Methods and Analysis.

The paradigm of constructivism and ontological perspective of relativism, is important to keep in mind through the reading of this research paper. The outcomes of this research should not be perceived as the only truths nor as fixed. It is instead important to acknowledge that the outcome is limited to the included contexts, which it depends on.

5.2 Epistemology

The epistemological perspective is likewise determined by the paradigm of the research paper. Epistemology is the Philosophy of Science and is concerned with the question of “the relationship between the knower or would-be knower and what can be known” (Kvale & Brinkmann, 2009, p. 47; Guba & Lincoln, 1994, p. 108). Guba & Lincoln argue that the corresponding epistemological perspective to the paradigm of constructivism, is transactional and subjectivist (Guba & Lincoln, 1994). This means that a person cannot be separated from their knowledge and reality is created in the moment of interaction between investigator and the investigated.

The role of the interviewer is very dependent on the epistemological point of view. In this research, the interviewer plays the role of a traveler. The interviewer travels on a journey engaging in a number of conversations about interviewees’ lifeworlds, combined with the interviewer’s interpretation, from which new meaning and knowledge is created (Kvale & Brinkmann, 2009).

The metaphor of the traveler is directly corresponding with the hermeneutic and dialectic methodological perspective, appropriate for this paper and the paradigm of constructivism (Guba & Lincoln, 1994). The important point to emphasize here, is that knowledge is created in the interaction between people, which is then interpreted by the interviewer using hermeneutic techniques and compared and contrasted through dialectic interchange (*ibid.*).

The techniques of hermeneutics are based on the belief that actions and statements always depend “upon some background or context of other meanings, beliefs, values, practices and so forth” (Schwandt, 2000, p. 201). The context of statements has therefore been necessary to gain a less superficial understanding of the interviewee’s life story. The dialectic techniques used through this research have the same contextual inclusion but with a more critical take. This technique focuses on detecting contradicting statements brought to light by the contextual inputs (Kvale & Brinkmann, 2009).

Askegaard & Linnet take the hermeneutic approach a step further by referring to the “context of the context” (2011, p. 388). They state that it is imperative to regard consumption as a practice (*ibid.*) and to do, so one must look beyond the immediate context and include the “systemic and structuring influences of market and social systems that is not necessarily felt or experienced by consumers in their daily lives, and therefore not necessarily discursively expressed” (*ibid.*, p. 381). While the larger contexts of the interviewees have not been directly examined, they have been kept in mind as an influencing factor in the same way as the larger context of the interviewer has been kept in mind.

6. THEORY

The following section will describe in detail the theoretical framework of this research. It covers the second step in McCracken's Four-Step Method of Inquiry (1988a), namely the review of cultural categories. McCracken states that this is the step, where the self of the researcher is introduced as an instrument of inquiry. However, for academic purposes of this paper, the self of the investigator is based on the following theoretical understandings and assumptions and has been selected according to the research question, the literature review and the philosophical point of view. It should however be noted that this is not to say that the actual critical self of the investigator has been excluded from the research process completely, but it has academically been based on the following theoretical assumptions.

One of the purposes of the theoretical section is to prepare for the construction of the interview guide. This also means a further specification and clarification of the area, which is investigated in this paper, through the theoretical world assumptions. The theoretical framework gives the opportunity to identify cultural categories and relations, which may not have been considered in the current scholarly literature. This is highly relevant, as the purpose of this paper is to explore the topic and potentially identify alternative dynamics and not to test already established relations.

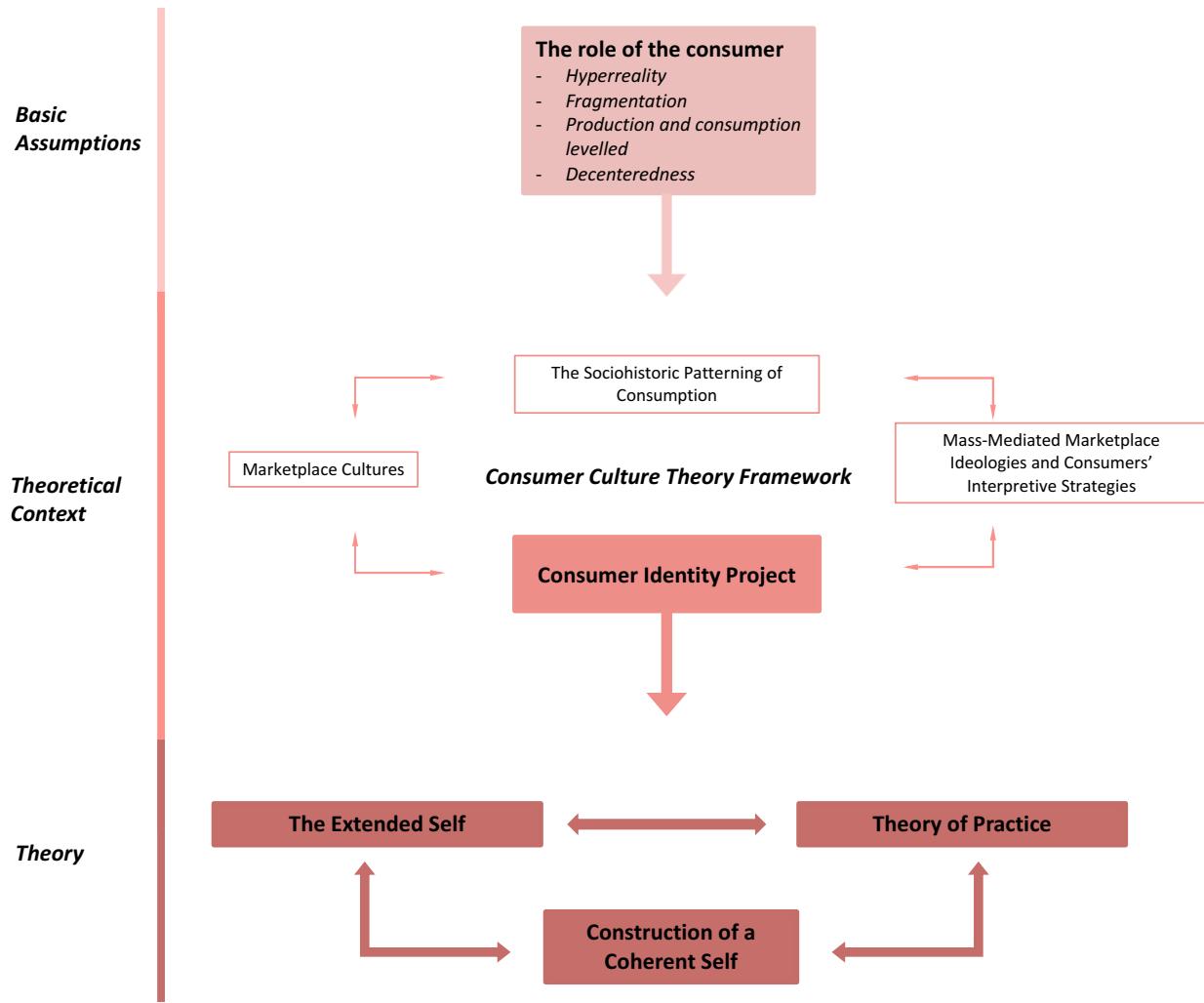


Figure 2 – Theoretical Framework

The following section will therefore go through the theoretical understandings used in the paper and explain the relation to the topic under investigation (Figure 2). Firstly, the relevant points of Firat and Venkatesh (1995) will define the view on who the consumer is and his/her role in society. Secondly, the framework of Consumer Culture Theory will be brought in to explain the theoretical context of the paper, to thereafter point out the area in focus, namely the consumer identity projects. Thirdly, the works of Pierre Bourdieu and his Theory of Practice will be described, to explain the assumption around individuals' motivation for certain behavior. Fourth point will cover the theoretical assumptions about consumers and their relations to products, with an outset in Belk's theory on the Extended Self and backed up by supporting points. Finally, the work of Ahuvia (2005) will be included to explain the management of consumers' several, sometimes contradicting, identities, and the relation between

consumer actions and possessions. Each of the theoretical works will be explained including only points that are relevant for this research.

6.1 The Consumer

The actual role of the consumer and the view and realization of their power has changed immensely through history. Slowly, individuals have realized and enjoyed a more liberated role from state, production and societal structures (Firat and Venkatesh, 1995). Despite this change it is still found relevant to include some brief remarks on the classical works of Simmel (1904) and Veblen (1912), as they are two of the most prominent theorists within the world of consumption. Simmel and Veblen's concept of the trickle-down effect is one of the first contributions to the recognition of the symbolic value around consumer goods, in addition to the utilitarian value. The value of goods was in the status of the user and not purely in the product. This resulted in an obvious imitation in consumer goods of the upper class by the lower class (McCracken, 1988b). Since then however, societal structures have changed and mobility across classes has become possible. The concept of trickle-down effect and conspicuous consumption is therefore perceived as outdated and irrelevant for today's consumption. The relativist theory of value is, however, completely relevant, although within a current society that promotes a more liberated consumer.

The more recent work by Firat and Venkatesh (1995) is built on this notion of liberation of the consumer in the postmodern era and the re-enchantment of consumption. They make some insightful points on the agency role of the consumer, which are relevant to highlight in this research. It must, however, be noted that the strict definition and use of the term postmodernism, which they refer to, is not found fitting for this research and will therefore not be used, as it would suggest a view of complete freedom to acquire any and several different identities, which are able to exist freely and independently (Firat & Venkatesh, 1995). The possibility of acquiring multiple identities is recognized within this paper, however, the idea of them existing completely freely and independently from each other is not. This paper, however, strongly agrees with the liberation of the consumer, as, contrary to modern times, consumers are much less dependent on products and their apparent universal functions, utilities and values. The recognition of the symbolic value overtaking the "real" value is becoming increasingly common – "the illusory separations between the real and the simulation, the material and the imaginary, the product and the image dissolve" (Firat & Venkatesh, 1995, p. 250). This is an important point as it is exactly what makes it interesting and complex to look into the act of resale on Trendsales. One cannot simply reduce the motivation for resale to an economic rationally guided act, where one

justifies the act with the evaluation of profit from resale vs. economic value of item sold, which would have been the immediate assumption before the recognition of the symbolic value.

Through their critique of modernism, Firat and Venkatesh (1995) identify certain basic assumptions about the current consumer. Additionally, they identify the need for a new approach to researching the consumer, as they argue that the field has been suffering from a reductionist attitude. As will become clear through the following points on the consumer, it is, despite the human cognitive wish to simplify the world, a great mistake to reduce consumer behavior to predictable behavior. This acknowledgement is important to remember when the paper reaches the analysis and discussion, as it indicates that the aim is not to create concluding findings fitting all with one single truth, but to explore and gain insights into possible dynamics within the topic researched.

With that in mind, the following section will go through four assumptions about the consumer, which lie beneath Firat and Venkatesh's research and the process of this research. Some of these assumptions lie close to the points discussed above, for example the first assumption of hyperreality, the realization that consumer reality is something symbolic and not just observable and tangible. One must challenge the idea of the objective reality such as the utility value of a product, and realize that it also enjoys a symbolic value, which is never fixed but sensitive to its surroundings of any form (Firat & Venkatesh, 1995).

Second assumption is the point of fragmentation. This is the understanding that one single individual can possess several different viewpoints and realities, each establishing its own legitimacy. Within the full form of postmodernism, this is perceived as a positive development from the previous uniformity of modernism (Lyotard, 1992). Individuals are believed to be content living with the paradoxes that arise from the fragmentation, even in the case of opposing viewpoints (Firat & Venkatesh, 1995). However, as stated above, this thought will be challenged to in this paper, and is also the reason why the term postmodernism is not used to describe the ontological point of view. The mobility, freedom and multiplicity of viewpoints and realities within a single individual is acknowledged, however, the acceptance that they live side by side independently with no competitive relationship, will be questioned by among others the introduction of Aaron Ahuvia (2005). Ahuvia believes that individuals will most often try to manage the multiple identities through different strategies to create a Coherent Self. This will be elaborated below in this Theory Section.

Third point to take notice of in the work of Firat & Venkatesh (1995) is that production and consumption are seen as being at the same level. This is dependent on the point of hyperreality and the realization of value as symbolic. It means that value is created constantly all through the process from

production through consumption, and especially important for this paper is that value creation may even take place at the stage of disposal. This means that during consumption value is created, contrary to the modernist belief that value decreases through consumption. This is relevant for this research as it deals with used products and instead of automatically assuming a basic modernist loss in value through the prior use, other value may have been created, and may even be created at disposal when putting it up for resale.

Finally, despite the inclusion of Ahuvia and the belief of individual management to construct a Coherent Self, it is also the belief, agreeing with Firat & Venkatesh (1995), that the current consumer is a decentered consumer. This means that there is no authentic Self. Consumers are under constant development through time and cultures. This links back to the belief that there is no fixed truth and to the impact of context. Individuals may try to make sense of the multiple sometimes contrary selves, but this will change over time depending on the context. It is therefore also acknowledged through this research that the empirical data gives a picture of the current situation, and the motivation behind resale on Trendsales may have been different at another time and place.

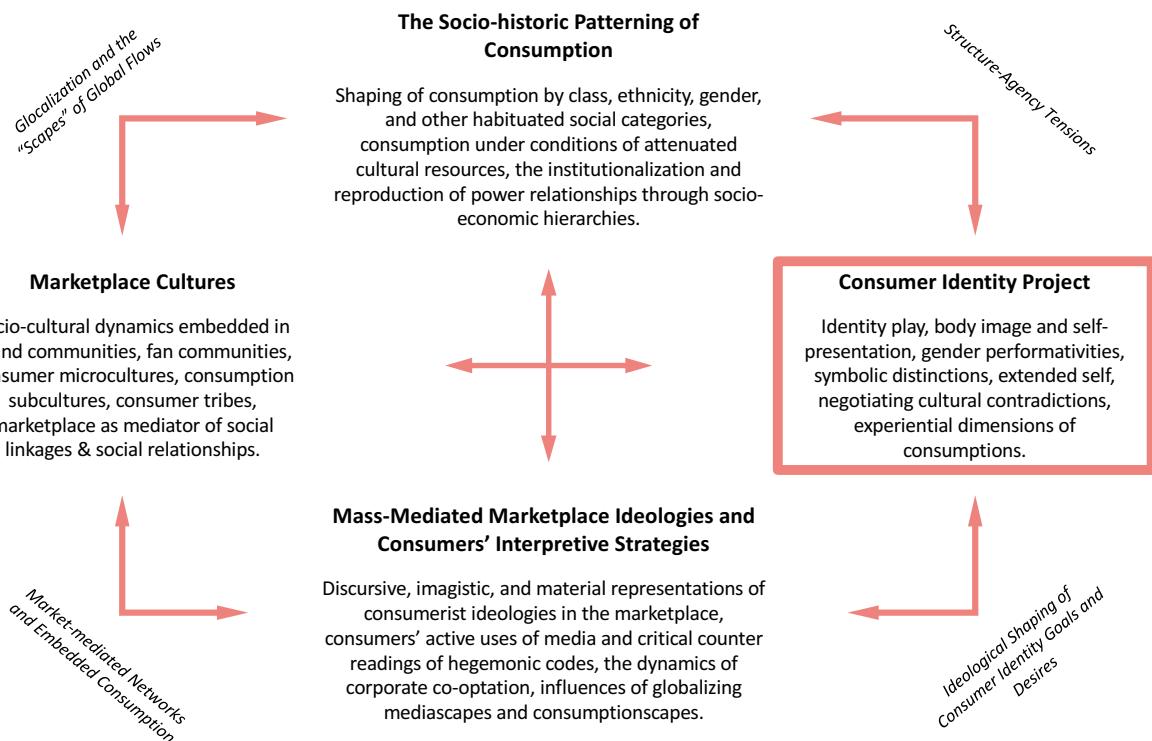
This sums up the basic assumptions about the consumer, which lie behind the following theoretical points and the analysis of the empirical data. They are also important points that act as the basis of the framework of Consumer Culture Theory, which is also part of the theoretical framework of this research paper.

6.2 Consumer Culture Theory

Consumer Culture Theory (CCT) is not a theory in itself but is seen as a distinctive body of theoretical knowledge about consumption and marketplace behaviors, thereby performing as a framework, which will therefore also be its use in the case of this paper (Arnould & Thompson, 2005). The introduction of CCT is therefore not to introduce additional theoretical knowledge but to set the frame of the research, which will allow a further specification of the research area dealt with. It will also be the argument for excluding certain possibly interesting points, that may, however, be irrelevant for the focus of the research.

CCT addresses the sociocultural, experiential, symbolic and ideological aspects of consumption, which Arnould and Thompson (2005) have combined into an extensive framework of theoretical perspectives, which together cover the dynamic relationships between consumer actions, the marketplace and cultural meanings. Based on the belief from Firat and Venkatesh (1995), that the field of consumption should not be a victim to our inherent need to reduce complexities, the CCT framework

puts forward all the possible impacts and dynamics, however, structured into four interrelated categories, which Arnould and Thompson refer to as research programs; consumer identity projects, marketplace cultures, socio-historic patterning of consumption, and mass-mediated marketplace ideologies and consumers' interpretive strategies. This paper will focus on the research program of consumer identity project. Figure 3 gives an overview of the framework and should be referred to in the following description of the four research programs.



Source: Arnould & Thompson, 2005

Figure 3 – Consumer Culture Theory Framework

One must, however, note here that due to the interrelatedness between the four categories, it is not possible to strictly say where the lines go between them. This may impact the analysis and findings as some points may overlap into the other three research programs. Choosing the consumer identity project as a focus, however, means that the individual will be in focus and possible societal tendencies or marketplace cultures that may impact the individual will therefore not be in focus but may appear as an identity factor for the individual. Research into these societal tendencies or cultures or similar, to understand their dynamics even deeper, will have to be tested in further studies.

The four research programs form a holistic research tradition and as such each of the four will briefly be described below. Starting out with the consumer identity project, it is concerned with “the

conconstitutive, coproductive ways in which consumers, working with marketer-generated materials, forge a coherent if diversified and often fragmented sense of Self" (Arnould & Thompson, 2005, p. 871). The marketplace becomes a place filled with symbolic resources through which individuals construct narratives of identity. As described in the previous section, consumers have proven to be both identity seekers and makers through their handling of possessions and through their actions. Therefore, what it means to have this research program, as the focus of this paper is that each of the individual's actions and possession and narration around it, is critically analyzed as a choice in their identity construction.

The research program of marketplace cultures is built around the belief that people are producers of culture. It looks at how consumers together develop feelings of social solidarity and create subcultures through common consumption interests. The secularization and free social mobility of individuals has resulted in a very independent Self, which led to the search for solidarity and sense of belonging through other types of cultures and communities or neo-tribes often built up around consumption habits (Maffesoli, 1996; Arnould & Thompson, 2005; Cova, 1997). Research within this field therefore looks at how, where and why these communities appear.

Moving on to a more macro level, the research program of socio-historic patterning of consumption includes studies on institutional and social structures, which influence consumption. These are often underlying belief structures, which are taken for granted in their impact on consumption, but often appear through the understanding of gender, community, ethnicity and class (Arnould & Thompson, 2005).

Finally, the research program of mass-mediated marketplace ideologies and consumers' interpretive strategies examines consumer ideologies, which dominate interests in society, communicated through media and advertisements etc. This is often concerned with social norms and messages internalized by the individual through the consumption of certain brands or products, and thereby also expressed outwards, as a message commonly understood and accepted throughout a specific societal group (*ibid.*).

Having briefly explained the four research programs of the CCT framework and the field, which will be in focus and the fields, which will not, it will hopefully have given the reader a clearer understanding of which points are being investigated here, to move on to the theories that will have more direct impact on the analysis and discussion.

6.3 Theoretical Framework

The two following theoretical areas were, as stated above, used more directly for the construction of the interview guide (explained in more detail in Section 7.3) and thereafter the analysis and discussion of the findings. They were selected on the basis of the categories identified through the literature review in order to cover both areas, namely 1. the motivation behind disposal and 2. the relation to the item disposed of. The theories were also selected as they fit within the ontological and epistemological point of view of the paper, additionally to the theoretical framework of CCT and the focus of consumer identity project.

The first mentioned theory of Pierre Bourdieu and his Theory of Practice is mainly brought in to look at the motivation behind the choice of disposal and resale on Trendsales. Where the second theoretical area, built on Belk's Extension of the Self, will allow a greater understanding of the relation between item and person and person-item-person. The works of Bourdieu, however, is a grand theory and will therefore also provide a lot of support for the understanding of the individual relation to the item, and in addition the work of Belk and the additional theories will give more detailed insights for the use of Bourdieu.

6.3.1 Bourdieu's Theory of Practice

The Theory of Practice by Bourdieu is a theoretical perspective not only relevant for consumer behavior but the motivation behind behavior in general and the theoretical explanation behind individuals' preferences and interests. The works of Bourdieu works as the link between the CCT consumer identity project and the research question on motivation for resale, as he believes that any action individuals take or preference they make, is based on a constant need to create an identity with the highest level of Symbolic Capital, within the understanding of the Fields they operate in.

The theoretical perspective thereby allows a holistic understanding of the research findings, through the processual perspective it takes, seeing the development of motivation as a process and always within a context. The use of Bourdieu's work, therefore means that the term "motivation" in the research question of this paper should be understood as a social phenomenon, which has been developed through the individual's reflections on their encounters with the external world and their interaction with others. Within this lies the perception of the individual as "socially constituted as active and acting in the field" (Bourdieu & Wacquant, p. 107), combined with his idea of the *raison d'être*, namely a search for ways to increase Capital, which provides status and prestige beyond that of material wealth that gives them a "reasonable probability of existing" (Bourdieu, 1998, p. 90).

Bourdieu concretized his theoretical ideas through the concepts of Habitus, Field and Capital. Following will therefore go through each of these concepts, to give a thorough understanding of his notion of motivation in its full complexity. Each of these concepts exist independently of each other and can therefore only be understood and applied as a theoretical lens, when their relation and influence on each other is taken into consideration and are therefore defined in accordance with each other (Joas & Knöbel, 2009; Bourdieu & Wacquant, 1992).

Habitus makes up the inner values of the individual as “a system of lasting, transposable dispositions which, integrating past experiences, functions at every moment as a matrix of perceptions, appreciations and actions and makes possible the achievement of infinitely diversified tasks, thanks to analogical transfers of schemes permitting the solution of similarly shaped problems, and thanks to the unceasing corrections of the results obtained, dialectically produced by those results” (Joas & Knöbel, 2009, p. 382). Habitus therefore not only form the underlying structure of behavior, but is continuously reinforced and developed. Despite the structuralist slant of this concept, there is still left room for agency rather than claiming that Habitus creates a purely determinist structure, in which actors are incapable of making deliberate decisions. A person can, however, never be entirely free from the influence of their Habitus as it is the underlying framework through which conscious decisions emerge (Bourdieu & Wacquant, 1992).

Bourdieu argues that sociological research is possible due to the fact that there are certain mechanisms that cause people to act as they do, which are possible to investigate and understand to a certain extent (Bourdieu & Wacquant, 1992, p. 129) He stresses that social agents never act without reason, however, this should not be mistaken with the classic concept of rationality: “they may engage in behaviours one can explain, as the classical philosophers would say, with the hypothesis of rationality, without their behavior having reason as its principle” (Bourdieu, 1998, p. 76). He further explains this through examples of patterns in taste preferences in food and art, which he argues are determined by Habitus. This point is found especially relevant for this research, as it can be assumed that the preference or lack of preference for the item resold or for the disposal method i.e. Trendsales, is determined by the Habitus of the individual.

As the Habitus is created, recreated and changed, individuals become socialized into specific Fields. A Field consists of individuals who have internalized and understood the rules of the Field, however, while acting within the Field, the Habitus of the individuals likewise have an influence on forming the Field, creating a reciprocal relationship between the Habitus and the Field. Bourdieu describes it as: “Habitus contributes to constituting the Field as a meaningful world, a world endowed

with sense and value, in which it is worth investing one's energy" (Bourdieu & Wacquant, 1992, p. 127). The Field will be shaped as an objective and observable structure, producing intangible effects on the individual by forming the interests and thereby their motivational factors for acting in a certain way. Being outside or inside a Field depends on a person's indifference vs. interest or even Disinterest in a Field, since it creates the incentive and meaning to act (Bourdieu, 1998, p. 77).

Bourdieu switches between using the term interest and Illusio in his explanation of interests or preferences that are not merely monetary. By introducing the term Illusio, he refers to its Latin origin, ludus, which means investing time and resources in a game that is taken seriously (Bourdieu, 1998, p. 76). Since actors have become 'habituated' to their interests or Illusio, these exist both in the conscious and subconscious level (Joas & Knöbel, 2009, p. 390). The same goes for the *rules of the game*, also known as *Doxa*, that Bourdieu argues is the subconscious 'feel for the game' that is taken for granted and are therefore implicit, and is essentially is the interplay between Habitus, Illusio and Field (Bourdieu & Wacquant, 1992, p. 128).

Bourdieu further identifies a struggle for honor and a higher position in the Field as the guiding factor for members and their interests. Therefore, to gain a higher position, he recognizes the need for Capital. This is ultimately understood as being a struggle for power, which is gained through increasing one's overall Capital within the Field, thereby enabling the person to place themselves in a position of superior influence within that Field. Thus indicating that the final goal or broad motivation for women to resell their clothing on Trendsales, is to reach a higher status within their particularly defining Fields, while the direct motivational factors, on a more specific level, derive from their Doxa, interests and investment in a 'game' that essentially revolve around the idea of increasing Capital.

According to Bourdieu all actions, as previously mentioned, are based on an overall interest to improve one's position within a specific Field, relative to the position of other individuals within the Field. Bourdieu, however, distances himself from a Marxist view of perceiving the increase of Economic Capital as being the only motivational factor, and includes other types of Capital: Cultural, Social and Symbolic. Each of these will hold different value depending on the Field, since these evaluations are based on the Habitus and Field, however, simultaneously have a reciprocal influence on the individual through its Habitus and Field (Joas & Knöbel, 2009). Although these forms of Capital, i.e. Social and Cultural, are not directly linked to monetary gain, Bourdieu considers the fundamental goal, whether conscious or subconscious, of obtaining any form of Symbolic Capital, as eventually being able to increase Economic Capital. However, in the case of Cultural Capital, Bourdieu notes that "if the best measure of Cultural Capital is undoubtedly the amount of time devoted to acquiring it, this is because

the transformation of Economic Capital into Cultural Capital presupposes an expenditure of time that is made possible by possession of Economic Capital" (Bourdieu, 1986, p. 25). This means that specifically in relation to Cultural Capital, it is necessary to have a certain amount of Economic Capital for it to be possible for an individual to increase the value of this form of Capital. Yet, it is important to realize that it should not be seen as an outcome of a "deliberate search for the maximization of monetary profit" (Bourdieu & Wacquant, 1992, p. 118).

Bourdieu defines Economic Capital purely as being monetary benefits, such as physical money, checks etc. (Bourdieu, 1986, p. 16). As described in the case description in the beginning of the paper, Trendsales have focused their advertisements and communication with sellers on this Economic Capital, and with the assumption that these users are directly and consciously motivated to resell on Trendsales due to the aim of increasing Economic Capital. This paper, however, challenges that approach by looking into alternative or additional Capital gains, which a resale on Trendsales may provide, namely Cultural, Social or any kind of Symbolic Capital.

Cultural Capital is a type of Capital, which holds value on the basis of the acquired knowledge within art, literature, music etc. Cultural Capital operates on the three different levels: an embodied state, an objectified state and an institutionalized state. In the first state, this form of Capital is defined as knowledge or capacities and it cannot be transferred or done secondhandedly; it is something that is likely to decline and die with its bearer. The next objectified state involves, as implied, material objects such as books, musical instruments and paintings where emphasis should be on the possession or consumption of these objects. These are cultural goods that presuppose both Economic Capital, when acquiring the good, and Cultural Capital through the knowledge of how to use them properly. Lastly, the institutionalized state involves titles, academic qualifications and certificates; this is officially recognized Capital, which is actively made use of and demonstrated in their Field, thus increasing their Cultural Capital.

The other form of Capital Is Social Capital which shows one's affiliation with a specific social group, whether it is based on family or class background, membership of a club, or attendance at a certain distinguished university etc. In this sense, Social Capital may also refer to a network or social relationship from which one's goals have derived. To reinforce and maintain these relationships, Bourdieu emphasizes the importance of signs of recognition through material and/or symbolic exchanges. These exchanges allow for mutual recognition of group membership, which he argues, reproduces and reinforces the group and hereby also reaffirms the limits of the group (Bourdieu, 1986, pp. 21-23). For this research it is for example relevant to look into whether the C2C trading on Trendsales

membership signifies or supports the symbolic membership of any group or belief for the rise of Social Capital.

Finally, Symbolic Capital is the generic term that has emerged “from the interplay of economic, social and Cultural Capital” (Joas & Knöbel, 2009, p. 388). These three types of Capital are seen as the initial or original types, which provide the basis for the individual’s overall standing in regards to reputation and prestige within their Field (*ibid.*). In regards to this case the main underlying assumption going into the analysis is that the interviewee’s choice to resell their clothes on Trendsales must give them a certain amount of Symbolic Capital. To understand what these dynamics are it is therefore necessary to look into the Habitus and Field, as well as their interests, Disinterestedness and indifference (Bourdieu, 1998). From which it becomes possible to create a symbolic map of links and relations, to understand the context for their values, necessary to understand their motivation to engage in resale on Trendsales.

6.3.2 The Extended Self

Through the literature review many theories suggested that the relation to the specific item of disposal has a large impact on the act of resale. Therefore, to properly understand the motivation behind resale on Trendsales it is important to take the specific items into consideration. This will additionally provide insights which will facilitate the use of Bourdieu’s concepts of Habitus, Field and Symbolic Capital for the understanding of what motivates resale on Trendsales.

This section will build on the works of Russell Belk (1988) and the concept of the Extended Self, supported by additional theoretical points, to give a more detailed understanding of what it means when researchers refer to and look into the relation between the item and person. It is important to have a clear understanding of the extent to which items can be part of the consumers’ Self, when going into the analysis, as it indicates that the disposal of items may be the disposal of a part of the Self. Also according to Bourdieu, even a Disinterested act says something about the consumer and their Habitus, therefore the apparent Disinterestedness in an item says a lot of about a consumer as well.

The concept of the Extended Self is based on the idea that our possessions are a large contributor to and reflection of our identities (Belk, 1988), and to understand consumer behavior, such as the resale of possessions on Trendsales, one must gain “some understanding of the meanings that consumers attach to those possessions” (Belk, 1988, p. 139). Belk recognizes that the idea that consumers’ possessions are incorporated into their Self-concept is not completely new, however, the extent to which this takes place and exactly how the incorporation takes place is taken a step further with the

concept of the Extended Self. He used the example of the Statue of Liberty, where one may identify with this object, however, not due to the classical understanding of what it represents but due to their personal experience and understanding of it, combined with their personal idea of how others will perceive their identification with the statue. This takes the relation between person and item to a deeper level, where both have a reciprocal impact on each other through symbolic meanings. It also adds the third dimension of person-item-person relations, where the idea of other people's perceived value in a possession impacts the possessor's relation to the item. It is thereby argued that individuals enlarge their Self and various levels of aggregate Self, such as family, community, nation etc. through their possessions (Belk, 1987; Belk, 1988).

The level to which something becomes a part of the Extended Self does, however, vary. All from only playing a simple utilitarian role (Kleine et al., 1993) where an overload of possessions can be perceived as a burden (Bardhi, Eckhardt, & Arnould, 2012; Belk, Groves & Østergaard, 2000), to where the mere possession and even just touch of an item may lead to a sense of loss aversion and reluctance to give up an object (Belk, 2016). It has however been hypothesized that most commonly consumers will place possessions as part of their Self as soon as it has been obtained and they therefore place higher value on keeping these possessions than obtaining new ones (Nayakankuppam & Mishra, 2005). Belk argues that the extent to which something is viewed as part of the Extended Self is determined by the amount of control the consumer exercises on the item: "the more we believe we possess or are possessed by an object, the more a part of Self it becomes" (Belk, 1988, p. 142). The definition of control can also differ from situation, possession and possessor but often appears similar to Bourdieu's concept of Cultural Capital. The more a consumer is knowledgeable about an item and its use, the more he/she will view this as a part of the Extended Self.

Lastly, the following section will go through a brief recognition of two different aspects of the Self, the Current vs. the Desired Self-identity. The Current Self can also be seen as the actual Self, and includes how individuals currently see themselves and believe others view them. Possessions that are part of the Current Self are therefore viewed as part of an already established Self. Whereas the desired Self, as lies in the name, refers to the Self one would like to present to others or even to oneself, but is viewed more as a goal than an actuality. One should, however, not see the Desired Self as a lesser part of the overall Self. It is important to realize the existence of these two Selves to understand the consumer identity better and the relation to the item, and also not to risk excluding items, which are part of the Desired Self (Batra, Ahuvia & Bagozzi, 2012).

To sum up, this section highlights the point, that to understand consumer behavior, it is necessary to look at the relation between person and item (Belk, 1988), thereby emphasizing the relevance of the items disposed of in this research. This person-item relation will also provide additional insights, useful for the understanding of interviewee's Habitus, Field and definitions and perceptions of Capital, for a better understanding of their motivation to resell on Trendsales.

6.3.3 Creation of a Coherent Self

The final point within the theoretical section is on the management of the Self. In the beginning of the theoretical section, a point was made to avoid using the term postmodernism as it accepts the fragmented Self as identities existing independently and therefore only positively experienced by the individual. Fragmentation of the Self and the possibility of multiple identities existing simultaneously, is agreed with within this paper. As it is also viewed as a positive development that individuals are able to enjoy the mobility and multiplicity between these identities. However, the multiple identities are not seen as existing completely independently from each other, and in some cases will not be able to coexist due to contradictory points or they will have to compromise on certain areas.

Ahuvia (2005) touches upon exactly this point by looking into how individuals manage these multiple identities formed through possessions and actions in order to form a Coherent Self. His work is partially an extension of Belk's work, while also partially being a critique. Belk (1988) does not present the multiple levels very critically and it therefore seems that there is no relation between different identities and that they can live side by side. Belk has, however, later included this point into his considerations (Belk, 2016).

Especially in the case of resale on Trendsales, both possessions and the act of resale are involved and are directly involved with each other. Assuming that these two have no impact on each other would only make sense if one was to additionally assume that absolutely no identity was invested in any of the items being resold. However, to the large extent that Belk has shown that items become part of our Self, this is quite a stretch to assume that there is zero amount of invested identity left in all of these resold items. The possibility of possessing multiple identities, especially conflicting ones, may create uneasiness and stress within the individual, and they must therefore be managed to eliminate as much incoherence as possible. This also provides a direct argument for not accepting the full postmodernist point of view, as discussed earlier.

The use of this article is therefore to recognize that the idea of one single core Self is an idea too romantic, but while recognizing the inherent need to manage the multiple selves as contradictions may

create anxiety. This thereby opens up for a discussion on how consumers manage the relationship between the possession they sell and the act of resale, to create a Coherent Self. Ahuvia (2005) identifies three different strategies: Demarcating, Compromising and Synthesizing. First, Demarcating represents situations when one identity is prioritized over the other, in cases where the two are too conflicting and cannot exist simultaneously. The strategy of Demarcation also expresses symbolic statements of membership and therefore tells a lot about a person (Murray, 2002). Second strategy is the one of Compromising. Here the consumer gives up attractive features of both identities in order for the two to exist simultaneously. The process of shopping has actually been explained as a series of compromising situations (Miller, 1998). Thirdly, there is the strategy of Synthesizing, which deals with identities that are different and initially contradictory, but come together in a more supportive manner: "When an object or activity successfully combines the previously conflicting aspects of the consumer's identity in a way that comes reasonably close to giving the consumer the best of both worlds" (Ahuvia, 2005, p. 181).

During the construction of the interview guide and the following analysis and discussion, these three strategies have been kept in mind, to understand how interviewees deal with potentially conflicting or mutually supportive identities in the resale of personal apparel on Trendsales. It is also relevant to make notice of two points from Ahuvia (2005). Firstly, Ahuvia states that the strategies of Demarcation and Synthesizing are indications of what he refers to as "loved objects/actions", which is basically objects/actions which an individual has a significantly strong preference for. Secondly, these two strategies were also the only two which were actually detected in the empirical findings, whereas the strategy of Compromising was only hypothesized (Ahuvia, 2005).

To sum up on the above theoretical framework, the aim was to clarify the idea of the consumer and their role. To thereafter describe the theoretical context of the research through the framework of CCT, which also specified the scope of looking into the consumer identity project.

The use of Bourdieu thereafter explains the way in which consumer motivation specifically for resale on Trendsales is viewed and approached in this research, as a way to develop their own identity and with the aim of an increased level of Symbolic Capital. This is supported by the notion of the Extended Self on the relation between person and item, specifically the relation between seller and item disposed of in this research. The theory is finalized by an explanation on how individuals create a Coherent Self through different strategies, which is deemed relevant for a full understanding of individuals' motivation for resale on Trendsales.

7. METHODS

After a thorough review of relevant literature, the establishment of the philosophical point of view and a review of the theoretical framework of this paper, it was possible to move to third step in McCracken's Four-Step Method of Inquiry, the "Discovery of Cultural Categories" – the step of empirical data gathering. This section will draw on McCracken's (1988a) notes on cultural interviews, Kvale and Brinkmann's interview model and Bourdieuian considerations in the gathering of empirical findings. This has secured the most appropriate and effective methodological process for the given topic and philosophical point of view specifically the hermeneutic understanding, and thereby matches the aim of the thesis of taking a contextual approach to the question on the motivation behind resale on Trendsales.

The structure of this section is guided by the first three steps of the Seven Stage model by Kvale & Brinkmann (2009, p. 99), which includes 1. Thematizing, 2. Designing and 3. Interviewing. The following four steps of the model will be covered in the Analysis and Discussion (4. Transcribing, 5. Analyzing, 6. Verifying, 7. Reporting).

7.1 Thematizing

The first step of thematizing involves the questions What and Why, followed by How. What and Why covers the result from combining Literature Review and Theory, converted into relevant categories to look into with the lined of the Project delimitation.

7.1.1 What and Why?

The question of "what" is defined by the overall research purpose, it is therefore important to first explain the exploratory purpose of this research. The aim is not to test already defined hypotheses but instead to explore the possible existence of new angles and relations to the topic of consumer resale behavior (Kvale & Brinkmann, 2009, p. 106). The hermeneutic methodological perspective, with the outset of previous literature and a theoretical framework, makes this paper neither purely deductive nor inductive. Instead it relies on an interdependence between the two, where new angles are to be found on the basis of established knowledge, namely a retroductive approach of going back and forth between theory and empirical findings (Osborne, 2010, p. 385).

The overall aim of the research is to answer the Research Question and thus understand why interviewees are motivated to resell their possessions on Trendsales. Previous literature, theory and the philosophical point of view have, however, implied that this may be a complex question with more than a single answer. Through the retroductive approach, the gathering of empirical findings was therefore formed according to the process shown in Figure 4.

The topic of ‘reasons for disposal’ combined with Bourdieu’s Theory of Practice covers one area of the research focus. This involves looking into the Habitus and Field of the research participants to understand the values and beliefs around their choice to dispose, choice of disposal channel, their experiences with Trendsales, their general consumption habits etc. The second area is formed by a combination of the recognition of the importance of the single item resold and the theoretical concept of The Extended Self. Only when both of these areas are touched upon during the research process, will it be possible to gain some insight to what motivated their decision to resell personal items on Trendsales.

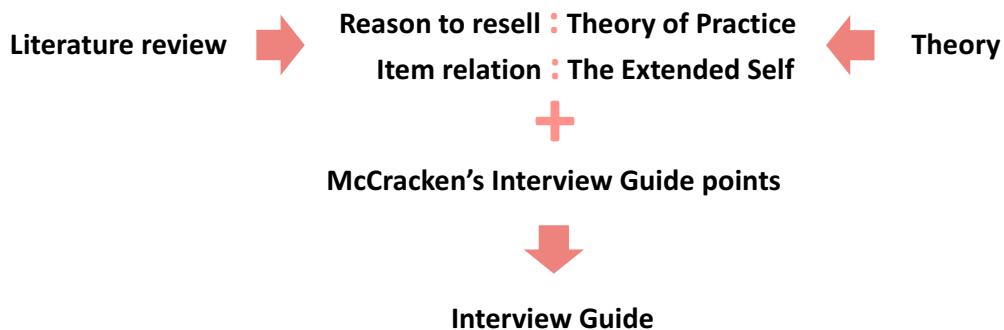


Figure 4 – Thematization and Interview Guide construction

7.1.2 How?

To look into the areas described above, it was found most relevant to proceed with a qualitative investigation through semi structured, in-depth lifeworld interviews. This was also due to the aim of enhancing and taking advantage of the contextual complexities of this topic.

Interviews are sensitive to qualitative differences and nuances of meaning (Kvale & Brinkmann, 2009, p. 55), which is exactly the aim of using the hermeneutic approach in this research and having an emphasis on context. Individual interviews also allow the interviewee’s responses to be considered in relation to each other, which is necessary to gain a better sense of the subject’s Field and Habitus.

Individual interviews were also chosen as the theoretical framework of CCT, specifically the consumer identity creation project, focuses on the individual consumer.

The deep exploration of the individual required a flexible interview process, hence the choice of in-depth semi structured lifeworld interviews. Lifeworld interviews aim to obtain descriptions and themes of the lived everyday world of the interviewees to interpret meaning of the phenomena in focus (Kvale & Brinkmann, 2009, p. 3 + 27). This was done through a semi-structured process, allowing the interviewee to talk freely, within a certain flexible frame. For the interview preparation phase, this meant that specific topics were identified as necessary to cover during the interview, namely the ones discussed above. Suggested questions were then created for each of the themes. These questions were, however, not to be followed slavishly, but to be used as inspiration for the dialogue. This will be described in further detail in the following section.

In addition to the dialogue, it was relevant to include a few observations for data triangulation. The observations included notes on the interviewees ways of dressing, behavior and gestures during the interview, and notes on their choice of location for the interview meeting. These points are used as contextual information about the interviewees and for critical analysis of their statements.

To sum up, this research looks into the interviewee's relation to the item sold, their motivation to resell and their experience with Trendsales, through individual in-depth semi-structured lifeworld interviews. This is combined with a more general aim of looking into the everyday world including life values of the interviewee, to gain information for a contextual analysis. Finally, this is supported by any relevant observations. The following section on designing will go through how this was practically prepared.

7.2 Designing

The designing phase has not only worked as the preparation phase, but also as a way to further focus the research, based on factors of interest, relevance and accessibility. It therefore has had an interdependent relationship with the project delimitation. This section will go through the selection process of interviewees, the recruiting process, interview scenery and recording and notetaking.

The research is based on the case of Trendsales and motivation to join as seller, which meant that interviewees had to be active users on the site. Furthermore, it was seen as beneficial to interview the most engaged users. It was therefore chosen to focus on VIP members, who were described in the case description of the project delimitation. The first selection criterion was thus to limit the sample to interviewees with this profile. First, Trendsales was contacted to gain their approval for using the private

chat system on Trendsales for interview recruitment purposes to avoid any ethical issues. As they agreed to this, the recruitment process was continued through a stratified sampling process.

A few additional sample criteria were applied to the sampling process. Amongst these is the gender being female. This was based on a few different factors, some also mentioned in the project delimitation. Firstly, Trendsales have stated that the most common seller and VIP member on Trendsales is definitely women, and men only make up 20% of the sellers and are often the least engaged. In addition, research has suggested that women in general are more engaged in the consumption of products, as “they rely more on products and services to approach for a hoped-self” (Patrick, 2002, p. 273). An age criteria/living condition criteria was also included, from the 20’s-60’s. Dependent on whether they had moved out from their parents’ home and therefore are more economically independent. But still at an age where use of an online site such as Trendsales is not foreign to them. This age range for women has also been proven to be the most overconsuming in Denmark. Therefore, according to the socially and environmentally responsible angle of this paper, they are argumentatively the most interesting and relevant group of people to look at, since they have the shortest use of clothing items’ lifetime, and therefore the largest potential for reuse of their clothing (Tojo et al., 2012). Due to practical reasons the sample was limited to users living in Copenhagen. To have the most fluid interview dialogue as possible and to include observations, the interviews were to be done in person and therefore in Copenhagen, as this is the location of the researcher. Finally, for the purpose of in-depth interviews it was important that researcher and interviewee were “perfect strangers” and that interviewee also were complete strangers to the research purposes (McCracken, 1988a, p. 9). They were therefore only informed about the topic of VIP members at Trendsales prior to the interview.

After the selection criteria were defined, the recruitment process could start. Trendsales’ search function allows users to see which users are VIP members, which gender they are, their age and which area of Denmark they live in. It was therefore possible to use this function to limit the amount of users to only the ones who lived up to the selection criteria. From this, the first 200 were chosen as the sample pool. A standardized message was thereafter created (see Appendix 4). This message was sent to all 200 users through the private chat system from the researcher’s private account. It is relevant to mention here that the researcher account was stripped of all information possible, to a limit of username and age, to avoid influencing the research process or interviewees with the profile of the researcher. Out of the 200 VIP members contacted, 7 replied back positively. two of these were chosen for pilot interviews and five were chosen for the actual interviews. The pilot interviews were arranged to take place prior to the actual interviews. Pilot interviews are very effective as they may give early warnings on where the

main research project might fail or where the interview guide or the approach to the interviews may have to be adjusted (Teijlingen & Hundley, 2001). These interviews are therefore not included in the analysis, but limited to the subsequent five interviews. The number of interviews was based on the preference of quality over quantity, which of course lies at the heart of qualitative methods, but especially in the use of in-depth semi-structured lifeworld interviews with a cultural context/hermeneutic approach. The amount was therefore limited to 5, however, long interviews. McCracken (1988a) states that to satisfy the conditions of a thorough lifeworld interview, it will most often take about an hour, otherwise it will be impossible for the interviewee to tell his or her own story and explore key aspects that may appear during the interview.

To gain additional contextual points of insight, the meeting place of the interview was to be decided by the interviewee. Since researcher and interviewee were complete strangers, interviewees were reluctant to meeting in their homes. The choice of meeting place could, however, still tell something about the interviewees' everyday life and values, and was therefore included in the observational points and considered during the analysis process. The meeting place was also left for the interviewee to choose to make them feel as comfortable as possible.

Finally, it was decided to record the interviews rather than note taking. This allowed a more fluid and natural conversation. Plus, it eliminated the risk of missing out on key points. A few notes on interviewee's gestures were, however, taken during the interview as discretely as possible. Additionally, notes were taken right after the interview regarding the interviewees' appearance, clothing, choice of location and possible statements, which were not included in the recordings.

7.2 Interviewing

The role of the interviewer and the prepared script for it, was carefully considered prior to the interviews, to gain the relevant information and the proper depth of it. To create the most useful interview guide, McCracken's points on questionnaire construction was considered. It is also worth mentioning that the interview guide has been under construction all through the literature review and the theory, through the thematizing, to finally the construction of the interview guide, where all categories and research considerations are comprised into more tangible questions and topics,

understandable for the common consumer. Look to Figure 4 above where an overview of this process has been visualized.

7.3.1 The Interview Guide

For long, open, in-depth interviews there are certain types of questions that must be included and stuck to in order to get the best outcome. These are the basic biographical questions followed by the more complex qualitative questions, phrased in open and non-directive ways also known as “grand-tour” questions (Spradley in McCracken, 1988a). The point of these grand-tour questions is to keep the investigator role as unobtrusive as possible and thereby allowing the interviewee to freely tell their story. Despite the fluidness of the interview, planned prompts were prepared to have something to “push off against” and get the dialogue going. These planned prompts were based on the theory, methodological considerations and the literature review.

To assist the interview process, the interview guide was constructed as a mind-map (Appendix 5) consisting of the planned prompts, biographical questions and overall research areas, which were to be discussed through fluid grand-tour questions.

McCracken (1988a) defines four different types of planned prompts, through which the research areas were aimed to be covered. These planned prompts are: contrast, category, special-incident and auto-driving prompts. Not only were they considered in the construction of the interview guide, but also remembered and considered during the actual interviews. Each of these type of prompts will therefore be described here briefly but not down to every specific questions due to the flexible use of them. Contrast prompts are restricted to terms which the interviewee brings up, and basically just question the interviewee about their opinion on the difference between “x” and “y”. This for example opened up for the discussion on alternative methods of disposal, if interviewee were to bring it up. Category questions involved the investigation of the different aspects of a topic, this was for example prepared in the mind-map on the questioning into the different stages of the sales process, to look into how each interviewee experiences and describes each stage. Special incident prompts were used through mainly one specific question, regarding their worst and best experiences on Trendsales with resale. The final auto-driving prompt was not used and will therefore not be described.

Through the consideration of the research areas, grand tour questioning, the planned prompts and biographical questions an interview guide was constructed as a reflexive and flexible mind-map, (Appendix 5). It was, however, updated continuously, depending on the response from each of the

interviews, as some questions proved to be more or less relevant for the research aim or better for the fluidness of the conversation.

7.3.2 Interview setting, procedure and interviewer role

Finally, for the procedure of the interviews, there were some points to consider. It was already touched upon in the description of the selection criteria, when explained that the interviewees were to be located in Copenhagen to have a casual and natural conversation. Furthermore, it was mentioned that the specific setting of the interview was over a cup of coffee/tea at a café chosen by the interviewee. This created a very relaxed atmosphere where the mood was similar to two girlfriends out for coffee. The opening of the interviews was also to be done in similar mood. McCracken (1988a) puts it very well “Whatever is actually said in the opening few minutes of the interview, it must be demonstrated that the interviewer is a benign, accepting, curious (but not inquisitive) individual who is prepared and eager to listen to virtually any testimony with interest.” (p. 38). The topic of Trendsales and resale is not a very personal or intimate topic, but to gain insight into their general values and background it was important to get the interviewees to feel relaxed and comfortable sharing. It was therefore also important as interviewer not to be critical of their statements but either neutral or supportive. This is also one of the reasons for the decision to record the interviews rather than taking notes, as this would distract from the normality of the conversation.

7.4 Validity of the qualitative research

To make sure that all areas of validation are covered, each of the steps of the Seven Stage model by Kvæle & Brinkmann (2009, p. 99) is gone through. Main purpose is to go through possible issues and evaluate the quality of the knowledge produced. Kvæle and Brinkmann point out some specific issues that researchers must be careful with for each step. This section will therefore also include the validity concerns, relevant for the following sections of the analysis and discussion.

The Seven Stage model and validity concerns were combined as following: Thematization and theoretical presuppositions, designing and adequate research design and methods, the practice of interviewing and an evaluation of the interview subject and the researcher, transcription and technological and linguistic issues, the analysis and researcher's logic, validation looking at what is relevant and appropriate to include and finally the reporting and whether it is a valid account of the

main findings (Kvale & Brinkmann, 2009). The aim was to check if the findings of this research actually are answering the research question, namely the validity, by going through each of these steps.

The question of reliability was not found relevant for this research due to its very exploratory purpose and the generalizability of the findings were not of interest. The contextual emphasis of this research makes the findings very dependent on both time and space. Therefore, the replicability of the research and the findings is not possible.

The thematization of the research was built on previous literature and a theoretical framework. These two sections opened up for which areas to look into, however, while excluding other areas, which could have been relevant for the research question. Same goes for the findings of the analysis as the philosophical point of view and theoretical perspective sees the world in a certain way, which may have formed a mindset and reactions of the researcher, which some may argue have misconstrued or misinterpreted the interview dialogue.

This is especially a risk when the design of the research is so loosely formed through the semi structured lifeworld interviews. This type of interviewing is very interesting as the flexibility allows for unforeseen themes to arise. This however also means that one cannot be sure whether other relevant themes have not yet been covered due to mere coincidence.

The practice of the interview aimed at having the most natural and relaxed atmosphere to get the interviewee to feel the most comfortable to open up and be the most honest. It is, however, important to realize that there will always be a certain barrier, when it is the first time interviewer and interviewee meet. In addition, the interviews took place at a café, which is good since it is on neutral common grounds. But it may also have held them back, as others were sitting around and could hear the conversation. They could potentially have felt more comfortable in the setting of their own home.

A few issues were also experienced during the interview with the recording which made the transcription difficult. Plus, at points it was difficult to hear what was being said. These are direct validity issues as the transcriptions may be wrong or lacking.

As touched upon above, the literature review, theoretical framework and philosophical perspective, has worked as the guiding points all through the research, by clarifying the relevant and important themes to look into and how to perceive them. This, however, excludes alternative themes or angles, which may have been relevant for the research question. These are points that must be considered throughout the whole research. The inclusion of alternative theories in the literature review has challenged the blind eye to alternative view points to a certain extent.

These validity considerations must be kept in the back of the mind of the reader when critically reading through the following analysis and discussion.

8. ANALYSIS

The analysis of the qualitative findings is the fourth and final stage in the method of inquiry by McCracken (1988a). Here literature, theory and empirical findings come together, in the search for analytical categories relevant for the Research Question on consumers' motivation and engagement for resale on Trendsales, to potentially provide new insight into the research field of Consumer Culture Theory and identity creation.

Due to the hermeneutic epistemological point of view of this research, it was found relevant to approach the analysis through the process of meaning condensation. In most analytical methods the interpretation is drawn almost exclusively from the interview transcription text. The hermeneutic meaning interpretation is different from this, as it "requires that the researcher *impose* meaning based on the perspectives from a preexisting paradigm" (Lee, 1999, p. 93). Therefore, through the steps of meaning condensation and constantly going back and forth between theory and findings, the aim of this stage was to identify relevant analytical categories.

8.1 Meaning Condensation

The analytical procedure of Meaning Condensation was followed using the steps by Giorgi (Giorgi, 1975 in Kvæle & Brinkmann, 2009, p. 205). This involves five stages, which step by step condenses the findings into a thematic overview, allowing an inclusion of theory and context. The first step involved a full transcription of the interviews. This was condensed into "natural meaning units" in the second step, which are summaries of the interviewees' statements. The third step involved condensing these meaning units into themes (the three steps are found in Appendix 6 for each of the interviews). In the fourth step, the themes were confronted critically about their relevance to the study and put into context of the interviewees' other statements. Finally, the relevant themes were tied together in the following analysis, where the analytical categories, which were identified, are discussed with the inclusion of the theoretical framework to explain larger themes and relations. Few articles from the literature review are also pulled into the analysis to show how the findings of this research either support, further evolve or contradict previous literature.

It should be added here that observations made during the interviews, were also included into the critical understanding of the interviewee statements. These will, however, not be directly referred to during the analysis. They were however kept in mind during the process of the analysis as support for the understanding of the lifestory of the interviewee. An overview of the observations is found in Appendix 7. In Table 1 an overview of the interviewees is found with first name and a few descriptive factors. These may be combined with the observational points (Appendix 7), to get a more complete profile for each of the interviewees.

Table 1 – Interviewee Overview

Name	Age	Occupation	Residence Area (all in Copenhagen)	Trendsales membership
Karen	23	Bachelor Student - Physics	Emdrup	2 years
Line	28	Preschool Teacher	Nørrebro	12 years
Tina	45	Shipping - Speditør	Frederiksberg	7 years
Amalie	22	Bachelor Student - Marine Biolog	Østerbro	6 years
Pernille	45	Children's psychologist	Frederiksberg	12 years

8.2 Analysis

The following section will go through the themes, which were identified as relevant for the research question on user motivation and engagement in the Trendsales resale. Four themes have been identified, each with sub-themes. These themes are, as stated above, acquired through the inclusion of the theoretical framework, which was therefore kept in mind for all of the analysis. The theory will be referred to at points, where it is found especially important to clarify concepts and the meanings inferred in the interpretations. Therefore, during the analysis section, theoretical terminology will be used, specifically: Habitus, Field, Symbolic (Social or Cultural) Capital, Disinterestedness/Interestedness, The Extended Self, Coherent Self, Synthesizing and Demarcation.

Figure 5 shows the overview of the themes that have been identified. It is worth noticing the arrows in the figure, as they represent the interrelatedness between the themes. This is an important point, as it shows the complexity of the findings, which one must be careful not to reduce and simplify.

The analysis will go through each of the themes and sub-themes individually, whereas the interrelatedness is mainly included in the discussion.

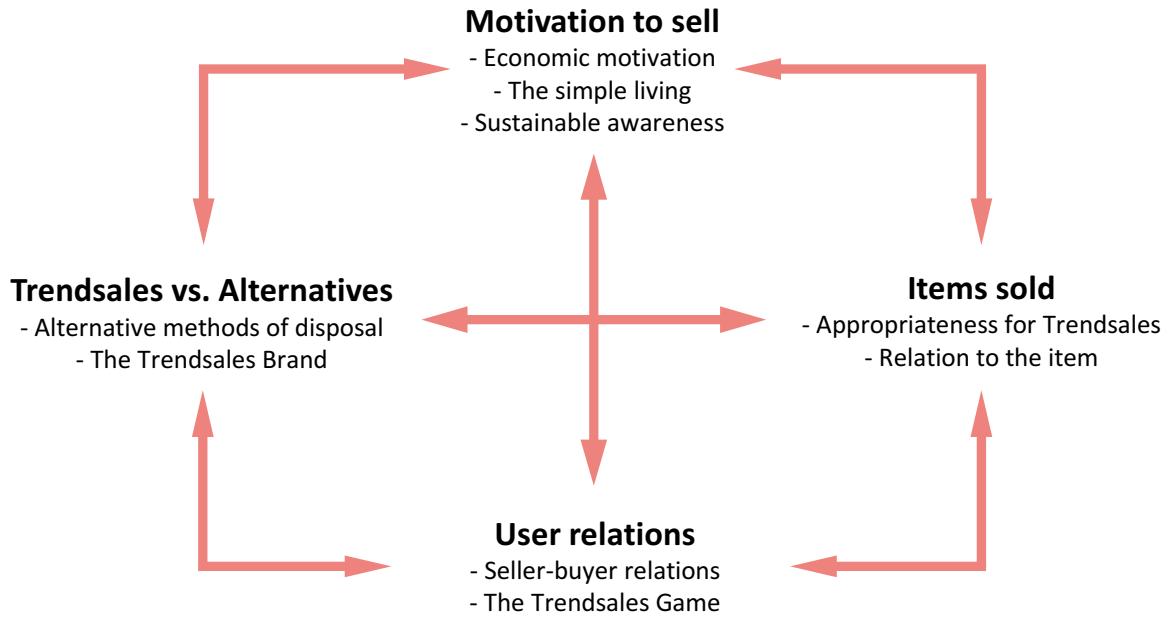


Figure 5 – Analytical categories identified through meaning condensation

8.2.1 Motivations to sell

It is found relevant to start with the theme of motivations to sell as it covers the initial reasoning behind the interviewees' decision to dispose of items. Therefore, these are motivational factors, which have been more directly stated, and then backed up by statements regarding their values and behavior. This also allowed a better and more critical understanding of what was meant when the interviewees explained why they decided to dispose of their clothing. Three different reasons appeared – each of them not excluding the others, however, all three were seen as reasons within the same interviewee. These reasons were the obvious economic motivation, the socially/environmentally responsible aspect and the wish to clean/de-clutter.

Economic motivation

The profit from the sales on Trendsales was during the interviews shown surprisingly little attention. Most of the interviewees either did not state this as a main motivation for resale or mentioned it as an additional benefit to their other motivations.

Line (00:21) - I think it's fun. That's actually why. I think I get a little kick when a deal goes through and you can earn a little extra on it.

Even for a long-time Trendsales user like Line, who has been a user for many years and made great profit from it, she explains the profit merely as a little extra you can earn and not as the main motivation. It is, however, a common understanding that membership should not result in a loss of money. Therefore, the 80DKK it costs per month to be a VIP member should be earned back. This monthly payment is, however, not a factor that they think much about. Karen for example was not even sure how much she paid a month, while Amalie had even forgotten that she was paying.

But as stated there is a limit to how little they earn. Apart from their monthly payment it has to be enough to “*get (them) off the couch*” (Pernille – 6:42). This entails the costs of shipment and the time necessary to spend on the trade.

The economic motivational factor also depends on the item being sold. It is clear that if the interviewee only sees a small potential profit in the sale, then the price does not really matter. Whereas if they predict a high profit, usually a branded quality item, then the economic side plays a big role in the motivation to sell. Firstly, the predicted profit will motivate the seller to put it up for sale, while if the predicted sales price is not met, the seller is less willing to go through with the sale.

Amalie about her Chanel bag (22:03) – There was someone today who bid 7000kr.. and like originally I had thought of 10.000 for it so... I put my limit at 8 and I will keep it if I don't get up there. But I also want to sell it, but there I have put a pain threshold.

This fits very well with the point that their initial motivation is not economic gain but they do not want to lose money. A Chanel bag or other similar items, or items valued moneywise highly, give the owner an increased Economic Capital, and the sale therefore has to cover the Economic Capital, which is lost when the item is given away. Whereas a “*random pair of shorts*” (Amalie – 23:07) does not give any Economic Capital. Especially when the item is referred to as “random” it clearly implies that it contains

very low level of Symbolic Capital – neither Social nor Cultural – which makes it a less valuable item. In such a case it is only expected that the price covers the cost for shipping (Amalie – 23.07) (Bourdieu, 1989).

An interesting take-away from this is that contrary to a rational economic point of view, this implies that the economic gain is not the main motivator and that other factors impact the motivation for resale on Trendsales. This finding is very clearly stated by Karen:

(6:30) ... Trendsales attracts people, who aren't missing money.

The Simple Living

Disposing of items to get rid of unused clothing making a mess. To make more open space. Or just to clean up in general. These were points that were often mentioned during the interviews as reasons for joining Trendsales as a sales person. These points all have a common goal of having fewer things. These are just two examples:

Tina (6:44) – I actually think I have too much now and want to cut down on it, also the reason why I use Trendsales so much.

Amalie (6:51) – I was shopping a lot when I was younger. Way too much. And I had a big room at my parents' place which was filled with stuff. It could just contain so many things. It was really cosy. And then I moved to Fiji where I lived out of a suitcase for half a year and realized that I didn't need more than what I had in that suitcase. And then I got home and since then I've been going crazy on Trendsales. I tried to get rid of all the things I didn't feel like I needed.

Line (11:26) – It is very limited what I have. It goes in and out all the time. If I don't want it then it goes on Trendsales so it doesn't make a mess.

This goes along with the findings from Herrmann and Soiffer's (1984) study on why people sell at garage flea markets in the US, namely the often-mentioned reason being the big cleaning of the house. With the use of the theoretical framework of this research, it was possible to go a bit deeper and question the context of this urge for cleaning and what it means for the interviewees, by looking at the overall

statements of the interviewees about their values and consumption habits. It became evident that in these findings, the need to “clean up” is often grounded in a context where the “*simple living*” as Line (12:34) puts it, and as it will be referred to here, is perceived as increasing Capital. Despite not using that term specifically, the other interviewees refer positively to the similar idea of a home or wardrobe of only a few items of good quality, where all of it is used.

The Symbolic Capital of ‘simple living’ is expressed in several different ways. Line for example takes pride in her ability to keep her wardrobe “clean” – meaning not having too many things (Line – 11:23). Meanwhile, Tina explains the feeling of claustrophobia when her wardrobe is filled with too many things, not because it is messy, but because there are just too many things and no overview (Tina – 3:04). According to Belk (1988) this could very much be reasoned in a disconnect with ones’ wardrobe if a large portion of it feels non-representative of ones’ Self.

It can, however, also be due to the symbolic message, which an overly full wardrobe represents. For Tina the value of the simple living seems to lie in her Field of friends. Tina explains that her shopping habits used to be different, as she would constantly buy clothes, but now she only uses Trendsales for resale and tries to buy very few things and put more thought into her purchases. This is aligned with her friends’ change in consumption. She herself is a 45-year-old single, but many of her friends have started getting husbands and children and suddenly spend less time shopping and talking about clothes. To keep up her level of Capital within the Field of her friends, she would need a wardrobe, which is not crammed with clothes and represents a personality, which is less fascinated by clothing.

Additionally, several of the interviewees mention that there often is a correlation between a lot of clothes and cheap low quality.

Amalie (27:08) – I also like to buy expensive and fewer things. This is my way of limiting my consumption level.

Pernille (07:49) – I don’t want to buy so much cheap crap.

Line (02:30) – We (her and her roomie) don’t have the same taste. It is a bit... different at least. (...)(17:25) We have completely different consumption habits. She buys a lot, many things, many cheap things. Where I often go for more specific quality things.

A wardrobe of only a few things therefore sends the signal of quality and luxury, indirectly making the few items, which are left, more valuable, and thereby giving the seller a sense of increased Symbolic Capital.

It can therefore be argued that a motivational factor to sell on Trendsales can be the possibility it gives the seller to express the “simple living” and thereby increase the value of the few items left and enjoy an increase in Capital within their Field.

Sustainable awareness

Finally, as expected from previous literature (Shim, 1995), the factor of sustainability also played a role in the motivation for resale within the findings. It was, however, never stated as a main motivation for resale on Trendsales and some of the interviewees even directly stated that the sustainable aspect of Trendsales had no effect on them at all. It did, however, play a role for some of them. Through the inclusion of context and additional values, this difference between the interviewees’ interest in sustainability seemed to be grounded in differences in Habitus and Field of the interviewees.

The sustainability motivation factor comes down to what Karen explains as a “*lifetime left in the clothes*” and wanting to let it live on (Karen - 10:57). For both Karen and Pernille throwing out clothes never seems like an option. Pernille even states that she knows no one who would ever do that (Pernille – 23:34), indicating that trashing items that are still useful is very negatively perceived in her Field of friends. She even explains that someone from her work had talked about the fact that he had a lot of clothes, which he did not use and considered selling on Trendsales, but that he ended up throwing it out instead. Here Pernille continues to explain how lazy she thinks that is and clearly judges his choice (Pernille – 15:15).

The sustainability aspect was also mentioned together with the previous concept of ‘simple living’ in the findings. A reason for this is that sustainable consumption is equated with low consumption of a few quality items, which last longer (Amalie – 27:08, Karen – 07:49). Therefore, having a simple wardrobe of only a few things may also express awareness around sustainable consumption. Amalie thus uses simple living to express her contribution to sustainability.

Pernille even believes that Trendsales should brand themselves more on the sustainability factor and communicate it more.

Pernille (20:38) - ...Politiken just had a campaign about clothing and sustainability. I think Trendsales could hype that point more. That we are a part of decreasing CO2 emission.

It is noticeable, in the quotation above, that she uses the word “we”. Pernille clearly takes pride in being a user on Trendsales as a way to support the environment. Therefore, if Trendsales were to communicate this more, Pernille would arguably also feel a benefit of it through an increase in Social Capital due to her association with the site and it being a factor increasing Capital within her social network.

8.2.2 Trendsales versus Alternatives

When discussing the choice of resale on Trendsales during the interviews, alternative methods of disposal automatically came up. Jacobsen et al. (1977) and others have identified a number of different methods of disposal, however, the discussion on alternative ways to dispose was left very loose and up to the interviewee. This is because, this way of doing it also gave some information about which alternatives they have actually been confronted with. In addition, it tells something about which alternatives they know about and therefore have actively not chosen. On the other hand, not knowing or even considering alternatives said something about the Habitus of the interviewee.

The following two sub-themes will therefore cover the alternative methods in comparison to Trendsales and then the brand of Trendsales, as it was evident through the interviews that the image of Trendsales vs. alternatives played a large role in their use of Trendsales.

Alternative methods of disposal

The alternative methods, which came up during the interviews, were “Den Blå Avis” (DBA), charity shops, give-away to family/friends, flea markets, H&M textile collection, recycling boxes, which will be defined later, and finally the trash. Looking into these is just as relevant as looking into the final choice of using Trendsales, as Disinterestedness or even indifference shows just as much about a person’s Habitus aka. values as their choices do (Bourdieu, 1998), which is necessary to see how they gain Capital from the choice of Trendsales and thereby become motivated to join as sellers.

Give away: Only few of the interviewees actually mentioned the possibility of giving away items to family or friends. It is however a possible method, which is known to all, therefore the indifference shown to it shows very little personal value gain in choosing it. The only two interviewees who briefly mentioned it were Line and Karen. However, for Line, giving away her clothes is only an option if it is to her sister,

whom she describes as having a very similar style (Line – 12:45). In addition, this is only if it has been on Trendsales first and has not been sold. Therefore, Trendsales is clearly prioritized.

Karen on the other hand may consider giving it away to family or friends prior to considering Trendsales. There have even been cases where she has put items up on Trendsales but where one of her friends have said that they would like it and she gave it to them instead. Karen is also the interviewee who shows most personal investment in her clothing, while the give-away is perceived as a social event amongst her friends where they all bring things they do not wear and then exchange amongst them. This fits with Karen's apparent need to know who the buyer/new owner of her items is.

In the case of more expensive items, give-away is usually not preferred (Karen – 05:01). This fits with Line who will also only give away items if they cannot be sold on Trendsales, which according to the interviewees lower its value. Furthermore, according to theory and the Extended Self, it makes sense that because value is perceived through a person-item-person relationship, the item will be less valuable the longer it is for sale on Trendsales, because others have not shown interest in it (Belk, 1988). Therefore, if an item cannot be sold on Trendsales, it is easier to give away as the perceived value of it has decreased.

Recycling boxes & H&M textile collection: The point of the recycling boxes and H&M textile collection is that clothing is collected and then sent through the incinerator and made into new clothing or usually just cleaning cloths. This is a disposal method mentioned by Karen and Amalie. Karen however mentions it through her Disinterestedness to it and Amalie through her interest.

Karen mentions a discomfort in not knowing where the item ends up when it is given to these boxes and a dislike of the fact that the original purpose of the item is not continued but made into something different despite remaining lifetime (Karen – 04:20). This is similar to the study on organ donation, where putting a face to the recipient increases the motivation to donate (Martin & Meslin, 1994). If one argues that the items disposed of are part of The Extended Self (Belk, 1988), then one could argue the same need to know who the recipient is, as if it was an organ. Additionally, the organ study mentions a comfort in knowing that the organ goes to a person rather than to laboratory research purposes. This is similar to the discomfort explained by Karen, in the disposed item losing its intended original purpose as it goes through incineration.

In the case of Amalie, if items are not sold on Trendsales then she will often give them to H&M textile collection. She really likes the concept and would probably do this rather than giving it to a charity second hand shop.

Amalie (9:18) – I wouldn't go to Red Cross myself. So it's more if someone in Red Cross would buy it [the things she gives away].. I mean who is the target group.

Amalie (27:08) – I would not describe myself as very secondhand like.

The quotation above is one, which will be referred to a few times throughout the analysis, as it has many aspects to it. Here specifically, it implies that textile collection at H&M is found more valuable probably because of a larger identification with the brand than with a charity second hand shop. Practically, it takes her just as much effort to give items to H&M as to a charity shop. She even explains that with the H&M textile collection you can only bring two bags at a time, which makes it more time consuming. Despite this, she still prefers H&M to charity second hand shops. This suggests that Amalie finds greater Social Capital in the association to H&M than the association to a second hand shop.

Charity second hand shops: The point made above is highly relevant for the findings on charity second hand shops vs. Trendsales. Charity second hand shops like the Red Cross are perceived to have a different “target group” who would not appreciate brand clothes or items, which are in fashion for young people at the moment (Amalie – 9:18).

The interviewees additionally explain what charity second hand shops mean to them through the items they find fitting for this method of disposal. These are items that are still wearable but are out of fashion (Amalie – 18:16), low quality and not from a luxury brand. Overall, the interviewees agree with Pernille’s following statement:

Pernille (03:04) – Like the things that are not good enough for Trendsales, I will give to charity purposes...

This clearly implies that the image of charity second hand shops is something less luxurious or fashionable/modern in comparison to Trendsales both in regards to the customers and the items sold.

Flea markets: The function of flea markets and Trendsales is basically the same. It is trade, where consumers exchange personal items, and where the price is set by seller, buyer or a combination. Yet, the difference between the two is still perceived to be quite big.

Tina (1:28:16) - Trendsales is a bit more that you want to buy something nice and not like a flea market.

Flea markets are usually referred to as a resale option when there are a lot of things to get rid of, but where each individual item is not given much attention (Karen – 21:27).

It is however perceived as less time consuming to sell via flea markets than Trendsales (Pernille – 1:43). Therefore, when the item is cheaper or not worth investing sales time in, then it will often just be sold on a flea market. There are however also cases like Line, who has had a stand at a flea market once, and really did not think it was a success and now it is either Trendsales or the trash or in rare cases, the item is given to her sister.

Line about the people at the flea market (20:43) – They are super cheap!

Line explains that her items are just too expensive for flea market. However, she also mentions things, which she has thrown out. This implies that it might not only be the price of the items, but the symbolic value in them in combination with the association to the sales channel, which differs depending on the Habitus of the seller (Bourdieu, 1998).

DBA: Finally, the most similar disposal method/channel to Trendsales is DBA, another online C2C trade site functioning in Denmark. Due to the sites' similar functions, the following statement by Karen is a great example of symbolic value, which is not only present in the items sold, but also in the different sites.

Karen (6:30) - ...there is a bit of a class difference between the two sites...

The interviewees also express a great difference between DBA and Trendsales in the items sold and the users on the site. The users are referred to as older men, whereas Trendsales is perceived as having more young women (Line – 21:36). Also, on DBA there is “so much trash” (Karen – 6:30), and mostly furniture and not clothes (Line – 21:18).

This image of DBA vs. Trendsales builds up very well to the following analysis of the theme of the Trendsales Brand, as it points out that the choice of site comes down to more than its functional

purpose, but to a symbolic value built up inside each of the sites, as well as the in rest of the alternative methods.

The Trendsales Brand

During the interviews the “brand” of Trendsales was often discussed. What is meant by the “brand” is the way Trendsales is described and viewed by the interviewees often in comparison to the alternative methods analyzed above and in relation to the items sold on the site and the other users. This all summed up to a brand, which despite differences in Habitus and Fields between the interviewees, is perceived as a site for quality and fashionable items – and thereby for people possessing and selling such things. This theme is therefore closely related to the following two themes of the relation to the item sold and the relations between seller and buyer. The findings showed that there is clear idea of what Trendsales stands for as a brand.

This part of the analysis is based on the theoretical Bourdieuvian assumption of Social Capital and Symbolic Capital through association to the Trendsales brand, which attracts sellers with a wish to increase their level of Capital resulting in a heightened status. The Trendsales brand has already been mentioned in the above analysis of the interviewees’ description of the alternatives. It is important to note that the Trendsales brand, however, solely refers to the symbolic value and meaning around Trendsales and not the specific functional differences to the alternatives such as the difference in technical tools for uploading of posts on Trendsales vs. DBA or possible accessibility issues.

Overall according to the findings there is a common understanding between the interviewees that the Trendsales brand represent luxury brands, quality and being fashionable. It is relevant to refer to the quotation by Karen again of the apparent “class difference” between DBA and Trendsales. Of the alternatives discussed above, Trendsales is clearly the one viewed as the most “high class”.

All interviewees often refer to the clothing brands sold on Trendsales. The brand of the clothes is often a factor for whether it should be sold on Trendsales or disposed of using other methods. Tina explains that this is also because she knows what people are attracted to as buyers on Trendsales, which she states are the luxury brands (51:15). A common reference of a brand, which is not representative of Trendsales, is H&M (Pernille – 8:56), which is often described as low quality and some of the cheapest you can get (Tina – 21:59 + 1:02:22, Amalie – 27:51).

Pernille about what she sells on Trendsales (24:06) – ...yes and something with quality. Like I would not sell something from H&M. It is not meant for that.

Pernille also mentions the point of quality. There is an expectation that the items sold on Trendsales are of good quality and in good shape. Despite being used clothes, they must be of good quality. Karen for example explains that she has experienced that buyers expected very high standards. Meanwhile, Amalie only finds it appropriate to sell things that have been taken care off (17:41).

Finally, the Trendsales brand also consists of an expectation that the users on Trendsales know what is in fashion at the moment and only put those items up for sale or at least know how to set the price correctly. Tina for example complains about a woman, who sells things from the brand Munthe plus Simonsen at a too high price, as the brand is not in fashion any longer and it is 20 years since people wore it.

Tina (1:37:32) – There is for example a Munthe plus Simonsen shirt for 500kr. And yes it is in perfect shape and no holes or anything but it is old. It was something that was in fashion 20 years ago.

This puts the point of luxury brands to the test, as it clearly is not all brands despite being expensive, which make the cut. At the same time, if the style is in fashion, then the brand is less important. Amalie states that she would usually never sell something from H&M, but:

Amalie (8:38) – It can also just be a skirt from H&M. If I have never used it and I know that it is in fashion right now.

This discussion on brand vs. quality of the item brings up some interesting points related to the concept of Patina (Csaba & Ger, 2013; McCracken, 1988). However, this is more relevant to include in the section of the analysis concerning the theme of the relation to the item being sold, as this section focuses only on the brand value, which Trendsales represents.

It is also interesting to see that there is a level of seriousness around maintaining this brand, which makes sense theoretically. If Trendsales were to lose the branding value, then the interviewees would lose the Capital they have gained through association with Trendsales. It may even affect the interviewees' Capital negatively if an association to the wrong people would take place.

Tina's frustration with the SMS function is a very interesting example of this. This is a function on Trendsales where users can send an SMS promoting their own sales profile. These messages pop up in the margin of Trendsales no matter where on the site you are. The function is highlighted in Appendix 1 and 2. This SMS function has no direct impact on her, and as she points out herself, she can choose not look at it. But she just finds it so "discount"-like and it destroys the image of Trendsales. She states, that it is used by people who sell a larger number of items with lower value for a cheap price or items that are bad quality or by people who have no idea what is in fashion at the moment. Tina believes that this function should either be removed or at least be less obvious on the site (Tina – 1:37:32).

The frustration indicates identification with the Trendsales brand, giving sellers Social Capital through association with high quality, high fashion and luxury (Bourdieu, 1998). Tina's level of frustration could almost imply that Trendsales has become a part of her Extended Self, as she feels that she has mastered the use and understanding of what Trendsales is (Belk, 1988). This point will be further discussed in the theme of the User relations.

8.2.3 Items sold

The theme of the Trendsales brand is closely related to the following theme of the items sold on Trendsales. This section will therefore start with pointing out the difference between the two to give the reader a clearer understanding of this section. The previous section analyzed the attraction to Trendsales due to the Social Capital it can provide the seller. This section looks into the relation interviewees have with the items they sell on Trendsales, how they valuate the items, and the reasoning and thought behind getting rid of the specific item. As Belk (1988) states, one must look into the relation with the specific item to fully understand the consumer, and the findings supported this view, as a lot of relevant insight was drawn from the inclusion of person-item relation. Furthermore, the brand is something, which the seller internalizes whereas this section focuses more on what they express. The question of which items they have decided to sell on Trendsales, however, of course overlaps with the topic of the Trendsales brand.

An overall point to make is that the common factor about all products and across all interviewees is that the item must still be perceived as valuable for it to be relevant for sale on Trendsales. This is one of the big differences from items sold or disposed of elsewhere. This might be expressed as value for others and not as such for themselves, but they recognize the existence of value in it. Therefore, whether or not the person decides to sell, depends on the value they see in the item.

Appropriateness for Trendsales

The findings from the interviews show that for an item to be appropriate for sale on Trendsales, it is agreed that it must contain at least the three qualities of the Trendsales brand: be a luxury brand, high quality and in fashion at the moment.

There are some clear “no-go’s” on Trendsales. One of those is that items must not have been too close to the seller such as intimates and must not have clear signs of previous use. As the only interviewee, Karen however says that people should remember that they are dealing with used items and as a buyer a few signs of previous use is acceptable to her. Meanwhile she is also the person who seems most emotionally invested in each item that she owns and puts a lot of value in the experiences, she has had with the specific item, rather than a more general focus on the look or the brand value. She is also the one who most commonly uses the metaphor of life within the clothes.

Karen about why she sells her clothes (04:05) – I just think that it [the item sold] should go on in its life...

This may indicate that, for her the signs of use may be perceived as signs of value. The fact that several of the other interviewees consider items with signs of use less valuable is not a surprising finding, as it corresponds to the concept of Divestment by McCracken (1986).

The brand of the item seems to have a strong impact on the motivation for resale on Trendsales. Both Tina and Amalie initially joined Trendsales because of a wish to dispose of items with high brand value – Tina’s were a pair of Gucci sunglasses and Amalie had several designer bags from Balenciaga, Chanel and Stella McCartney. Amalie also states that she is more willing to spend more time on selling her Chanel bag than her other items that are not from a specific brand (Amalie – 50:30).

Selling on Trendsales may according to theory (Bourdieu, 1998; Belk, 1988) send the signal that one’s own items fit in this pool of high quality, luxury, and fashionable items and therefore possess the same qualities. One could argue that this is especially confirmed when the item is purchased, and can be perceived as a direct example of symbolic value through the person-item-person relationship (Belk, 1988), which would also indicate that the seller consequently would internalize these qualities to their own Self value.

The interviews, however, show that the three qualities impact each other. For example if something is very much in fashion then the brand does not have to be as well known or luxurious.

Amalie (8:38) – It can also just be a skirt from H&M. If I have never used it and I know that it is in fashion right now.

The “allowed” level of quality, age and signs of use, however, also depends very much on the brand, which is very interesting in relation to the concept of Patina. Patina was mentioned in the literature review as a concept, which challenges the concept of divestment. It is usually viewed as an outdated concept. However, the findings of this research imply that it might be relevant within second hand trade on Trendsales. Tina for example talks about a shirt that she is selling from Isabel Marant, which has a little flaw/sign of use, but says that this should not impact the price (Tina – 1:02:22) as it is from Isabel Marant – a brand, which she values very highly as a luxury brand. The same is the case for Amalie and her Chanel bag, which she explains definitely has signs of use, but where she does not want to go much below the original price (Amalie – 22:33). On the other hand, if signs of use are seen on an item from H&M, then it loses so much value that it cannot be sold on Trendsales.

It is especially interesting to connect this idea to the statement by Tina (57:47), who brings up the consumption and fashion trends in Denmark, which she believes have changed. She brings up the tendency that designs highly similar to that of luxury brands can suddenly be bought in high-street fashion stores like Zara and is thereby available for a broader population. Suddenly the signs of use on the items may be a validation that the item was not recently bought from Zara but the original from Isabel Marant.

This is a very relevant point as the symbolic value seen in the item clearly has an effect on whether it is considered appropriate for sale on Trendsales. It is, however, beyond the scope to go into detail with this point, but it is very relevant for research into the motivation for consumption on Trendsales.

Relation to the item

It is clear in the findings that the perceived value of items is a very vague concept and varies greatly depending on other factors. This was expressed above with the analysis on brand value, patina and signs of previous use. The findings, however, also hint towards the relation to the item playing a role in whether the interviewees believe the item should be sold or not.

The fact that value must still be seen in the item for it to be sold on Trendsales, would theoretically imply that the seller still identifies to an extent with the item. This is due to the fact that the perception of value is derived from the Capital provided within the Field in which the interviewees

operate or from values built up in their Habitus. However, consumers have multiple identities and according to Ahuvia (2005) consumers are constantly trying to manage this fragmented Self into a Coherent Self, which sometimes means that some identities must be compromised and others prioritized. This theory supports the research, which implies that the more the interviewee identifies with an item the less likely they are to it. The findings for example show that for some of the interviewees, there were signs of life transitions taking place at the same time as they decided to dispose of a lot of clothing. Tina for example talks about her friends suddenly getting husbands and children and focusing less on clothes. Amalie mentions that she got rid of a lot of clothes after she came back from a half-year backpacking trip. Pernille talks about a very recent more physical transition of weight loss where she has lost 20 kg and now wants to get rid of all her big clothes. In these cases, the interviewees perceive the items as part of their Past-Self, but must, however, still see some value in them, otherwise they would have been disposed of through different channels.

During the interviews there were, however also, examples of sales, which afterwards were regretted or were described as being “tough” or even “hurting” (Amalie – 50:30).

Amalie (50:30) – ...exactly that bag. It was 1,5 months ago. That hurt quite a lot. I've just used it quite a lot and I really liked it.

Even Line who seems to invest very little identity in each specific piece of clothing, tells about a shirt she sold, which she regretted selling so much that she spent hours looking for the same one.

Line (13:51) – ...an Isabel Marant t-shirt, which I really regretted I sold. I have tried to find it after, but I just can't find it anywhere. And I would even be willing to pay more than what I sold it for.

Finally, the findings also point towards difficulties letting go of items, which are part of the interviewees' desired selves. Both Pernille and Karen tell stories about items they own or have sold, which they really liked, but never had the occasion to wear. Karen had a sequin dress, which she only wore once for a costume party, which she felt was not even the dress worthy. After a lot of thought, she decided to sell it on Trendsales.

Karen (31:57) – It is weird that it just hasn't gotten the honor it should have, in my home. So I thought "ah it should be passed on and be taken pretty pictures of on a pretty girl". It was a bit tough to have it hanging at home like a reminder, like "this one I still haven't used".

Despite the item not being part of their current selves, but their desired selves, there are still signs of difficulty in disposing of them. The quotation above does, however, imply that it can also be a relief getting rid of items, which are part of your Desired Self. According to Ahuvia (2005) this makes great sense, as it is a way of trying to create a Coherent Self. The claustrophobic feeling, which Tina gets, hints towards the same assumption.

The findings overall suggested that the relation, which the seller has to an item will impact the decision to resell it on Trendsales, how the transaction happens and the engagement the seller puts into the sale.

8.2.4 User relations

The final theme detected in the findings is the relations between the different sellers and between the sellers and buyers. As Trendsales is a site, which facilitates trade between consumers independently from any producer or middleman, the relations between the consumers become important. This is also seen in the findings, as several of the interviewees on their own bring up the “Outlet”, which is a separate function on Trendsales with traditional Buyer-to-Consumer online trade. During the interviews, the outlet was brought up by several interviewees, and there seemed to be agreement that it is not beneficial to the site, on the contrary some even view it negatively, as they value the original focus on C2C.

Line (36:20) – ...there are stores, like actual stored, which have profiles in there, where you cannot bid. And that is what Trendsales is about. To bid on things. So I don't really think it is fitting... or at least I never use it. Like, Trendsales is a market where you bid and we think that's fun. So when it's stores, it kind of destroys it a bit. I don't get it at all (...) I think it is more fun when it is private customers.

It is interesting to observe her use of the pronoun “we”, indicating that the pool of sellers and buyers on Trendsales create a community of common interest and understanding (Sherry 1990; Herrmann, 1997; Herrmann, 2006).

Through the findings, this theme also seemed to have an impact on the motivation and engagement of sellers on Trendsales. As the focus is on the sales side, the relation between buyers will not be included despite the fact that the interviewees discuss the roles of both sides. Therefore this theme consists of seller-seller and seller-buyer relations. Through the analysis, insight was gained into how the interviewees experience the impact of both relations, which lead to the following two subthemes: ‘identification with and through the buyer’ and ‘the game of Trendsales’.

Seller-buyer relations

The research often finds interviewees referring to the character of the buyers or the experiences they have with them. Especially Karen seems to put a lot of value into this and states that she prefers to meet buyers in person. She also states that she does not like to give her clothes to recycling boxes, as she does not know where the clothes end up and believes that often it is just torn up (Karen – 10:31). According to theory, this need to know, or at least be able to identify the buyer, lies in the Self, which is invested in the item even at the point of disposal (Belk, 1988). This, combined with the fact that seller is aware that someone else sees enough value in the item to buy it, can be interpreted as an appreciation of the seller’s Self resulting in an increase of Self-worth. Several of the interviewees express that they appreciate when the buyer sends a message at the end of the sale and thanks them for the item and/or the transaction (Line – 10:14, Amalie – 13:20, Karen – 14:57). Meanwhile, the extent to which they wish to have a relation with the buyer depends on the interviewee. Karen seems very keen on friendly conversation with the buyer, Tina has even become friends with some of the buyers she has traded with on a continuous basis, whereas, Line tries to keep it as “professional” as possible and found it very weird and “crossing the line” when a buyer once hugged her (Line – 20:09).

The findings imply that identification of the buyer may at points be taken a step further to identification with and through the buyer, which is where the profile of the buyer becomes an important element in the motivation for resale.

Pernille (19:41) – ...I don’t want to sell for any price, but I don’t want to interact with annoying people, so if I have to wait to sell or sell cheaper...

The perception of the buyer profile may impact motivation for resale both positively and negatively. If seller shows a direct Disinterestedness in the buyer, then this may inhibit a sale from going through. Whereas, if the seller shows interest in the buyer profile, then this may positively impact the transaction

and increase the seller's engagement in the sale. An indifference to the buyer profile seems to have no impact. Here one could, however, argue that the indifference to the specific buyer profile allows the Trendsales brand to take over as the profile of the buyer.

The findings show several examples of Disinterestedness in the buyer limiting the willingness to trade. Tina for example tells a story about a buyer whom she really did not think was normal:

Tina (14:02) – ...there was this one time. Her way of writing was kind of like a child, so I thought maybe mentally she was a bit... (...) And I already regretted that I had sold it to her after a short time, because I thought her, she can probably create problems. I had a feeling.

Amalie's description of her view of Trendsales versus charity second hand shops, is also an example of this, but where the Disinterestedness is not expressed through a direct dislike but through a disconnect to the buyer. She clearly states that she does not see herself as the usual second-hand type of person and expresses that her friend who cares a lot about sustainability, is maybe a bit "too much" sometimes. Furthermore, she later expresses that she is not motivated to donate her clothes to charity, as she does not think her clothes would fit their target group.

Finally, Tina expresses her dislike with the teenage generation on Trendsales several times and always suspects them for being the ones behind unserious or incorrect bidding and acting on Trendsales. Because of this she is often very reluctant to trading with them and may often not even answer their messages to avoid any form of dialogue (Tina – 28:56).

An identification with or interest in a person's profile theoretically implies that their characteristics are some that increase Capital within the seller's current Habitus or within the specific Field (Bourdieu 1998). This additionally may have a positive impact on the level of Capital or the perceived status of the seller through Social Capital, as a result of association with the valued characteristics of the buyer – similarly to the Capital gained through association to the Trendsales brand.

The Trendsales Game

During the interviews the use of Trendsales is often referred to as a fun "game" or "sport" (Line - 1:36, Amalie – 38:39) with specific rules (Line – 27:09). This reference hints towards a Trendsales community or at least a Field. Throughout the interviews there were certain statements, which refer to unwritten rules about how to behave and not behave on Trendsales including a strong interest in getting the best

sales through, which implies that certain common understanding has been formed within Trendsales about what gives Symbolic Capital.

Line and Amalie both have previous experience with sales; Line has an education in store sales and Amalie has been working as sales assistant in several different stores. They both describe it as something they really find exciting and fun as they both enjoy giving good customer service and the process of trying to get a sale through (Line – 07:11, Amalie – 11:55). Both of them also state that this is something, which has probably gotten them hooked on Trendsales as they get to experience the same sales experience (Amalie – 11:55, Line – 00:21). The other interviewees describe the same sales excitement though after some time. In addition, it seems to have enhanced in Line and Amalie the more years they have been sellers. Line also explains that many in her social network use Trendsales, and it is surprisingly common that they discuss and compare experiences and sales when they meet up, thereby taking the Trendsales game to an offline setting (Line – 2:17).

Line seems to be the interviewee mostly hooked by the Trendsales game and has been a seller for 12 years. She, however, also seems to be the interviewee with the weakest emotional ties to her items and changes her wardrobe constantly. These two points may be mutually reinforcing, but either way, it becomes clear throughout the interview that Line takes a lot of pride in having been a Trendsales seller for so long. To describe her own profile as a seller she for example uses the words “experienced (garvet)” and “hardworking (flittig)”. Additionally, she states: *“I think you can tell who are the experienced sellers and who are completely new in there.”* (Line - 27:09)

Pernille makes a similar comment, which shows that this is something of value, not only for someone who has had a previous sales profile:

Pernille (16:02) – I am starting to get to know the game better, and I’m learning some tricks for what to do and not do.

As a game there also seems to be a motivation to win, where winning seems to be equal to getting a good sale through. This does not necessarily mean the largest profit, but just winning the sales dialogue between seller and buyer. Pernille for example states about a past sale that it was not a matter of the price, which had been bid being too low in relation to the item or that she needed the money, but more a matter of principle - why should she be the one to give in? (Pernille – 16:02) Karen also makes the point that the better you become at the game, the more motivated you are to continue:

Karen about why she signed up as VIP user (38:28) – I think there's a lot of people like me, who thinks "I want to try that". And maybe it becomes kind of an incentive to put more things up. Maybe it's a bit like a motivation which makes you better at it. And the more sales you get through the more motivated you are to use it.

Tina also seems to have become more hooked by the game over time, as she explains:

Tina (03:04) – But now I have quite a lot [of sales posts]. I think I have about 300 (...) it didn't start with that many. And in the beginning it was a lot like "I really can't bear to get rid of it". I thought a lot about it. And I probably became more like, there are of course things I use, and that I could never dream of selling, even if it's old. But there are some things... I've gotten better at saying "I haven't used that". Even if it's a cool thing or it's been an expensive thing, or is from a very good brand.

For Line it has even reached a point where she has often acted too fast and sold things, which she afterwards regretted selling because she actually still wanted to use it. In this case it seems that the identity as a “player on Trendsales” is more important than the current or desired identity invested in the item sold (Batra, Ahuvia & Bagozzi, 2012).

The four themes explained above were identified through the analysis method of meaning condensation and extracted using the theoretical framework of this research paper. They give an idea of which dynamics play a role in the resale on Trendsales relevant for the research question of motivation behind such act. It thereby also opens up for a discussion on what this tells about the motivation for resale of personal items on Trendsales, through the creation of one or many identities.

9. DISCUSSION

Four significant areas of identity creation in the resale of personal possessions on Trendsales can be derived from the analysis. The four areas were identified through the analysis using Belk and Bourdieu. This will be taken a step further using Ahuvia (2005), by looking at the interaction between the different identity projects and how they impact each other through Trendsales via strategies of Demarcation or

Synthesizing, for creation of a Coherent Self. This will indicate the extent to which resale on Trendsales impacts the sellers' identities and thereby the extent of the motivation.

9.1 Trendsales resale's impact on identity projects

It has been emphasized through this research that individuals possess multiple identities and that these are expressed through consumers' actions and possessions. In this research, the act of resale on Trendsales is in focus together with the items resold. The empirical findings and subsequent analysis have suggested that this act of resale impacts several different identity projects from which sellers define themselves and their own value.

Four categories were identified within Trendsales resale to have an impact on consumers' identity projects; the Trendsales Brand, the Trendsales Game, the Act and Result of Resale, and the Item Sold on Trendsales. The three first are categories through which consumers experience a positive impact on the relevant identity projects, whereas the final category of resold items refers to a loss in the relevant identity projects. The following sections will go through each of these categories to explain the impact it may have on the individual's identity projects and thereby onto their level of motivation. This will be followed by a final section on the interplay between the categories and identities involved, using Ahuvia's work on the creation of a Coherent Self, to understand the extent to which Trendsales resale impacts the identity and consequently the motivation.

9.1.1 The Trendsales Brand

The findings in the analysis made it clear that Trendsales has created a brand of luxury with high quality and fashionable products, with buyers and sellers who have knowledge of quality and fashion, and thereby are expected to have high Cultural Capital within Fields, where such characteristics and knowledge is required. During the resale on Trendsales and becoming an active user of the site, these become characteristics, which the sellers associate with themselves. Through the analysis of the findings it became evident that each of the interviewees recognized the possibility of increasing their level of Symbolic Capital. Social Capital is gained through the association to the brand and its characteristics, while Cultural Capital is gained as sellers see themselves as part of a group of people who possess high levels of the correct cultural knowledge about fashion and quality. Overall, the interviewees were motivated to resell on Trendsales, either directly through their membership to the Trendsales brand or indirectly through an association to the buyer, who is assumed to carry the same characteristics as the

Trendsales brand. These were values, which seemed attractive, at different extents, to each of the VIP members interviewed.

Here it is important to stress that this is not a finding, which can be generalized to all consumers. The affiliation to the Trendsales brand is one which provided the interviewees of this research an increase in Symbolic Capital. However, for consumers with a different background and current situation, meaning different Habitus and Field, this association may have a different or no impact on their level of Capital. One must also take notice of the fact that each of the interviewees have been users of Trendsales for many years and may therefore have acquired some of the values, which are apparent within Trendsales, if one was to see Trendsales as a Field on its own. As Bourdieu argues, the Habitus and Field have a reciprocal relationship and therefore one can assume that the users enter Trendsales with their own values and perceptions, which over time may be impacted by the Field of Trendsales, which would also explain the fact that the development expressed by the interviewees' expressed has developed over time.

9.1.2 The act and result of resale

The findings also suggested the existence of identity projects independent from the brand of Trendsales that were gained to a higher extent from the mere act of disposal of items, specifically the act of resale. The act of resale alone did not seem to have significant impact on the Symbolic Capital of the interviewees. However, when considered in relation to the alternative of trashing the clothes, there seemed to be some Symbolic value. Choosing to resell indicates a specific choice to not trash the items, which expresses a Disinterest in such a disposal method and conveys an interest in a sustainable disposal method, which provides the seller with a level of Social Capital through the association with sustainable awareness.

The existence of additional identity projects external to Trendsales is further emphasized through the impact on their wardrobe. The findings suggested Symbolic Capital to be found in a wardrobe without unused items and which is not overly full. This seemed to contain different meanings and values depending on the interviewee and their Habitus. Some of the interviewees expressed a clear interest in sustainability within their Field of friends, work or study. For them a wardrobe not overly full is an expression of sustainable awareness. Others clearly stated that they really had no interest in sustainability, however, for them a wardrobe which is not too full, containing no unused items, is an expression of economic sensibility. Finally, points in the analysis also suggested that a large quantity of clothes was often associated with low quality clothing.

Irrespectively, the analysis of the findings made it clear that individuals are able to find forms of Symbolic Value to support their identity projects of being either a sustainably aware or economically sensible individual. The identity as a luxury and quality consumer, may even be further evolved in addition to the affiliation to the Trendsales Brand. Finally, some interviewees showed signs of valuing all three identities, which in that case enhances the motivation to resell on Trendsales even further.

9.1.3 The Trendsales game

It was mentioned earlier that the site of Trendsales with all its users could be perceived as a Field, according to the Bourdeuvian definition. It is first relevant to look into the point that the interviewees specifically talk about the Trendsales site as a Field rather than a ‘community’, the commonly used term in consumer behavior and research on online behavior. The analysis also mentions this briefly, but the level of community is found more in a common understanding of the goal and the unwritten rules within the use of Trendsales. The theoretical use of the term ‘community’, however, often implies a sense of solidarity between users (Cova, 1997; Maffesoli, 1996). According to the findings of this research, this, however, does not seem to be the case for Trendsales. The findings on the contrary imply more of a sense of competition between the users.

The analysis directly refers to this competition in the sub-theme of the Trendsales Game. It is exactly this game, through which the interviewees identify themselves. This points to Trendsales as a Field, in which individuals are competing for higher levels of Symbolic Capital. Cultural Capital plays a large role here, since high levels of motivation for engaging in resale is found in the possibility of “winning” a good sale and thereby sending the message that they are talented and experienced Trendsales salesmen, who know the best way of selling.

As mentioned in the analysis, the interviewees describe a certain way of behaving and communicating on Trendsales, which should be adhered to. If it is not adhered to, it will signal inexperience, which may lead to unwillingness to trade with that person. Additionally, there seems to be a “competition” amongst the sellers and between seller and buyer on getting a good sale through. This is also one of the reasons, why Trendsales users must stick to the rules of the game or else they are less likely, both as a buyer and seller, of completing a successful sale/buy.

9.1.4 The Items sold on Trendsales

Each of the points above explain how the act of resale on Trendsales may benefit the identity projects of the sellers, and thereby work as motivating factors. Another motivating factor involved in the act of

resale is, however, also the identity projects invested in the items disposed of. The findings clearly showed that the mere fact that the individual has decided to dispose of an item does not mean that they have fully disposed or let go of the identity it represents or which has been invested in it.

It is emphasized in the findings and further understood through the analysis, that the items must still hold some value to be appropriate for sale on Trendsales. If the item is believed to have no value, then it will be disposed of through different channels (trash, charity etc.). Since the sellers still identify value in the item, it suggests that some identity is still invested in the item. This is either the identity, which has been built up within the item through consumption over time, or the identity, which it was believed at the time of purchase that the item was to represent for the consumer, often as part of their desired Self. At resale of the item, individuals will have to give up some identity, which makes them perceive the item as valuable.

As each of these points of identity creation have now been discussed independently, the next section looks into how they may impact each other in the aim of creating a Coherent Self, through strategies of Synthesizing and Demarcation (Ahuvia, 2005).

9.2 Creation of a Coherent Self

It was hypothesized through the theory of Ahuvia (2005) that several identities may be at play within the act of resale on Trendsales. Through Bourdieu and Belk, it was suggested that this might especially be the case due to the involvement of both action and possession in this scenario. These theories already indicated a relevance of looking into a multitude of identities. While these identities were discussed individually above, Ahuvia (2005) expresses the interdependence between them. It was therefore found relevant for this study to look into the possible impact that each of the identity projects have on each other. Specifically signs of Synthesis and Demarcation were detected through the analysis of the findings, which is especially relevant to the research focus of this paper of motivation for resale on Trendsales, as Ahuvia states that these two specific strategies are indications of 'loved objects/actions' and therefore will indicate the possible extent of motivation. The following section will therefore discuss how resale on Trendsales expressed situations of Demarcation and Synthesizing for a more complex look into the sellers' motivation for resale on Trendsales in the pursuit of a Coherent Self.

Some situations were already briefly mentioned during the analysis, however, the following section will give a full overview of the situations, which showed signs of the two strategies to the creation of a Coherent Self, together with the impact they have on the motivation to resell on Trendsales.

9.2.1 Trendsales' Demarcating impact

The analysis of the findings suggested Demarcating impacts at points. Acts of Demarcation are often linked to 'loved objects', as one identity is preferred over another. A discussion on the demarcating impact involved in Trendsales resale will therefore give a further understanding of consumer motivation and an indication of the extent of it.

It was explained above that the findings suggest that the items sold on Trendsales still contain valuable identity for the sellers. Through resale, this identity is however discarded in the preference of an alternative identity which enjoys an increase through one of the other 3 categories defined above. One could therefore argue that much resale on Trendsales can be seen as an act of demarcation where the identities involved in the categories of the Trendsales Brand, the act and result of resale, or the Trendsales Game is preferred over the identity involved in the item disposed of.

Ahuvia defined only one type of demarcation. The findings of this research however show signs of different levels of demarcation which may impact the extent of the motivation to resale on Trendsales. Some situations showed stronger more impulsive signs of Demarcation as opposed to others which were more 'smooth'.

The interviewees whom had been users for the longest pointed towards more impulsive demarcation through an immediate prioritization of the Trendsales Game and the following identity, over the identity within the item disposed of. Several examples came up during the findings, of the interviewees choosing the possibility of increasing their position within the Trendsales Field, over the products resold and their associated identities. An example is Line, who had just bought a Sakks Potts fur jacket on Trendsales, but when another buyer contacted her and offered to pay more than what Line had just paid, Line decided to give up the jacket right away. Another example is Tina, who stated that it has become easier for her to let go of her items, if there is a good sales potential in the item. This suggests that the more invested sellers become in the Field of Trendsales, the more likely they are to prioritize a good sale over the item and its associated identity. One could argue that the perception of Trendsales as a Game or a Field may in the long term even impact the individuals' relation to their full wardrobe.

This is an interesting point for this research, when it comes to the sustainability angle of this paper. It was stated in the very beginning (Section 2.1) that Denmark has a consumption issue, that women only use about 30% of the lifetime of their clothing. This leaves a lot of potential for resale. However, the discussion on Demarcation and its potential for increasing over time, may suggest that

resale on Trendsales actually may weaken consumers' relation to their clothes, which could result in an even lower percentage of lifetime of the clothing being used up.

The findings on the other hand also suggested the possibility of a more 'smooth' form of Demarcation, which also may increase the motivation for resale. In the analysis it was brought up that several of the interviewees mentioned or described something like a transition in their life in relation to some of the items, they sell on Trendsales. Not only does Trendsales provide a channel for consumers to dispose of items, which do not represent who they are any longer, but also it does so in a respectful manner. Despite not fully identifying with the object disposed of, there are still often signs of consumers' Past-Self invested in the items. Several of the interviewees describe the many good times, they have had with the object sold, but that it represents a different part of their life. They therefore do not wear it any longer, but hope that someone else would like and appreciate it more. It is evident in these findings that Trendsales allows individuals to get rid of their things to make a full "life transition" without disrespecting their Past-Self, as they really appreciate that someone else finds value in the item. These are items, which still hold too much value or identity for the individual to just throw them out. Often the price does not matter in this case, as reselling becomes a matter of the item being passed on to someone else who will appreciate it.

Overall, the findings suggest that the more sellers are invested in the Field of Trendsales the more likely they are to experience the strategy of Demarcation, prioritizing the Trendsales Game over item disposed of. Additionally, the possibility of a 'smooth' Demarcation, where respect and value is shown to the identity deprioritized, may also increase motivation for resale.

9.2.2 Trendsales as a Synthesizer

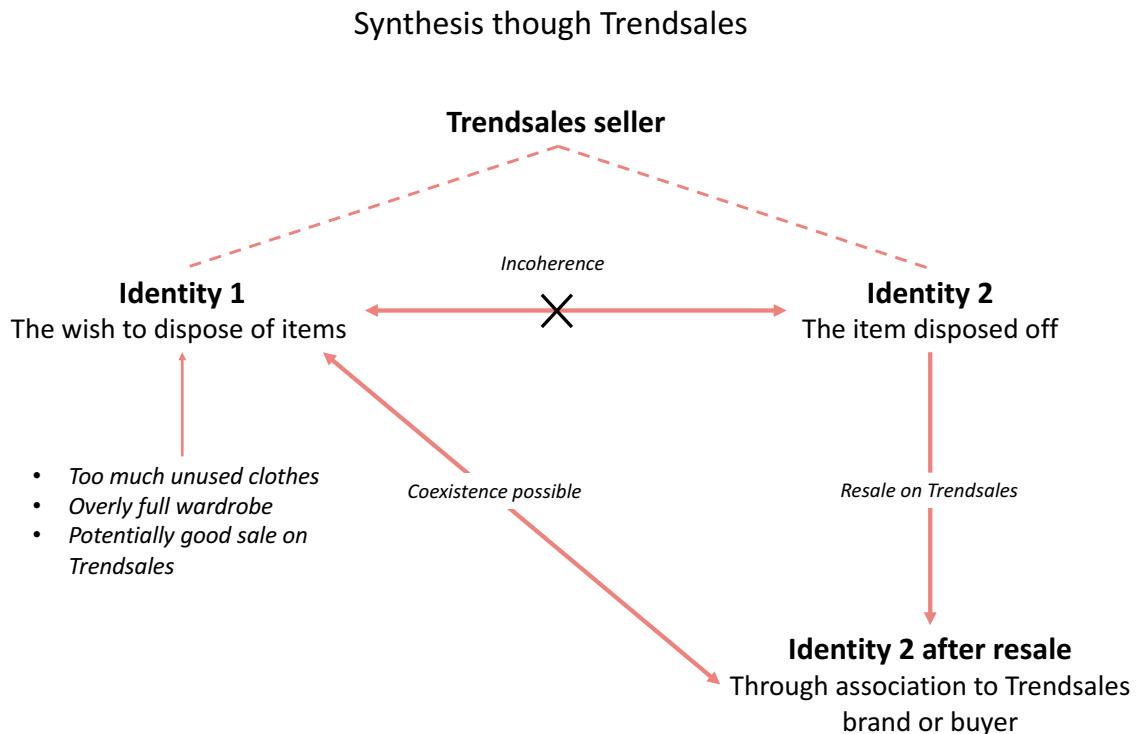


Figure 6 – Synthesis through Trendsales

The analysis of the findings finally suggested that all reselling on Trendsales does not necessarily have to be acts of Demarcation, but Trendsales may actually provide a channel for Synthesis of otherwise incompatible identities. This may be the ultimate motivational factor for why consumers decide to resell their clothes and personal items via this Trendsales.

Ahuvia (2005) states that objects or activities, which have this effect of Synthesis, often end up as 'loved objects/activities'. This research will use the term 'loved' with care, as it could create some misalignment with the findings where none of the interviewees expressed a 'love' for Trendsales. It should however be seen more as an expression of their motivation to join Trendsales and their willingness to invest both money and time in resale on the site.

The Synthesizing impact of Trendsales is expressed through Figure 6. The following section will explain this model in detail. The decision to dispose of the item may be due to a number of different reasons, which were identified and explained through the identity projects discussed above. This is represented as *Identity 1* in the Figure. The brief points below Identity 1 give a quick sum-up of the apparent reasoning behind disposal to express specific identities.

On the other hand, there is the simultaneously existing identity associated with the item on resale. This is represented by *Identity 2* in Figure 6. As explained above an item is only appropriate for Trendsales if it is viewed as valuable, indicating that it still contains or represents an identity, which is perceived as valuable for the seller. This identity will, however, have to be rejected if Identity 1 is to be fulfilled.

A point to make here, which already through the findings gave a strong hint of Trendsales enabling a Synthesizing strategy, is that it was often stated throughout the findings that if a sale were not possible on Trendsales, then they would rather just keep the item. They would only use other disposal channels if the item had been on Trendsales long enough for it to lose its Symbolic Value, which would suggest that the identity invested or expressed through the item is ‘lost’. This thereby suggests that if the possibility of disposal on Trendsales did not exist, then the item would not be disposed of. It is therefore relevant to look further into how Trendsales acts as the “Synthesizer” in this situation of identity conflict.

Before moving on, it is important to include the perspective from the analysis on the characteristics of the item sold on Trendsales. Not only was it found out that the items must be perceived as valuable, they are also often described as containing the same characteristics as the Trendsales brand of luxury, quality and fashionable. In the few cases where the item was not described so, a similarity to the buyer was noticed instead, and if seller could not relate to the buyer then the sale would often not be followed through.

This point is important to mention as it enables the Synthesis of the identities. It is exactly this association to the Trendsales brand or the buyer and recognition from the buyer, which seems to fulfill the identity, which is otherwise given up through the disposal of the item. The identity thereby takes the shape of Trendsales resale rather than the shape of the item, and the seller can preserve the Symbolic Capital, which was contained in the item. This finally makes it possible for both *Identity 1* and *Identity 2 after resale* to coexist. Trendsales “combines the previously conflicting aspects of the consumer’s identity in a way that comes reasonably close to giving the consumer the best of both worlds” (Ahuvia, 2005, p. 181). According to Ahuvia, this gives resale on Trendsales the potential for becoming a ‘loved’ object/activity, and explains why people are willing to pay a monthly fee a VIP membership on Trendsales and why they are willing to dispose of items, they actually find value in.

10. CONCLUSION

Danish consumers use on average only 30% of textiles' lifetime, where textiles include clothing and personal items. 54% of disposed textiles are disposed of via reuse or recycling channels, however, the rest 46% disposed of in ways where the item's original intended use is discarded, through incineration, trashing etc., The Nordic Council of Ministers published a report in 2014 stating that the most sustainable method of disposal of textiles is the reuse of its originally intended purpose. The case company of this study, Trendsales, has promoted exactly this reuse by facilitating C2C trade since 2004, and has grown to become a popular site for disposal of clothing and personal items.

Jacoby et al. (1977) identified C2C trade together with several other channels as methods of consumer disposal in their taxonomy of disposal, but stated that the real important question is "Why?". Why consumers dispose of their clothing and personal items the way they do. This paper therefore looked into this from the case of Trendsales, and with a focus on Danish women, aged 20-60, living in Copenhagen, specifically through the research question: *How are consumers motivated to resell their clothing and personal items on Trendsales?*

The paper attempts to investigate this question by following the structure of McCracken's Four Steps of Inquiry (1998). Taking on a hermeneutic contextual perspective, the research stays within the Consumer Culture Theory field of Consumer Identity Projects, by using a theoretical framework of Bourdieu's (1977) Theory of Practice, Belk's (1988) concept of The Extended Self and Ahuvia's (2005) management of the Coherent Self. The theoretical framework was essentially used for the construction and analysis of five in-depth lifeworld interviews with Trendsales users using the site for resale.

This enabled the final discussion, arguing that consumers are motivated to sell their items on Trendsales as a part of their different identity projects, which may be fulfilled through the Symbolic Value within this act. It further suggests an increased attraction to Trendsales resale as sellers become part of the Field it forms and the internal battle for Capital it contains. Finally, the research suggests a motivation due to Trendsales' synthesizing impact on the individual's management of a coherent self.

10.1 Future Research

This section will briefly go through some ideas for future research, which could either support this research or use it to build on for new research. One of the great findings of was the attraction to the Trendsales brand, as an identification factor and the basis for motivation for sellers. Another major finding was the role of the Synthesizing impact of Trendsales as a further motivational factor behind the

resale. The brand was defined as quality, luxury and fashionable. These terms were used by the interviewees. This study would, however, benefit from further research focused specifically on the seller's definition of the Trendsales brand and the three terms used to define it in this paper.

In addition, the findings suggested an overall common understanding of the terms defining the brand, however, differences were found regarding what sellers perceive as being representative of this brand. Some express H&M as being completely inappropriate for Trendsales whereas others believed it was appropriate if it had no signs of use and was in fashion at the moment. This opens up for further research on what sellers actually believe is representative of the Trendsales brand.

The concept of Patina, which was mentioned in the analysis, is linked to this. The findings of this research gave some interesting perspectives on the appropriateness of signs of use, which indicated that further study on Trendsales and items sold on the site, could provide further beneficial insight into what modern Patina represents.

A strong motivational factor for sellers was also defined to be the Trendsales Game. This is also an area, where further research could be relevant, to define the rules of the game in further detail. This would additionally be very beneficial for Trendsales, as it could provide useful insight into the engagement of users and could be used for converting users into more loyal members.

Finally, the findings were based on five interviews and, despite the aim not being to gain generalizable results, it would always be beneficial to extend the research to more contexts, which could be done by conducting more interviews and with interviewees from different backgrounds, for example not located in Copenhagen. This could potentially give additional perspectives and insight into the motivation behind resale on Trendsales or alternative channels of disposal.

10.2 Marketing Implications

The present research is based on the case of Trendsales and their users on the sales side. The findings of the research are therefore considered potentially useful for Trendsales and their marketing considerations and initiatives. This section will therefore go over some points in which Trendsales may consider the findings useful in the aim of attracting users and increase engagement.

One of the main takeaways from the research is the large impact of the Trendsales brand on users' motivation to resell their items, as it defines the value, which they perceive to get in return additionally to the economic profit. The research thereby emphasizes the importance of a clear brand image for the seller to affiliate with in order to motivate sales. In addition, the findings suggest that Trendsales does not communicate the brand on their own, but it is largely impacted by the users and

the items uploaded on the site. The brand image is seemingly out of Trendsales' control, however, the findings suggest that it can be controlled indirectly by emphasizing a clear communication of a strong brand, common across all users and user touchpoints. This gives Trendsales an opportunity to better manage attraction and retention of users, specifically sellers, by creating a strong relationship to the Trendsales brand.

In the findings, it was suggested that the Trendsales brand is often referred to in terms of luxury, quality and fashion. This seemed to give them their point of differentiation and additional value in comparison to alternative methods of disposal. As stated in the section above on future research this should therefore, also for this reason, be further researched to define in more detail how users perceive the Trendsales brand and specifically what they view as luxury, quality and fashionable. Linked to this is the point of the sustainable aspect of Trendsales. The findings suggested that some users may enjoy further marketing communication of this aspect, however, Trendsales should be very careful that it does not overtake the image of luxury, quality and fashion, as this could eliminate their point of differentiation and value, which could push away their current loyal users.

Finally, the findings also suggested the definition of Trendsales as a Field or as a Game with specific rules and the possibility of "winning" a higher perceived position. Based on these findings, it could be recommended to Trendsales that they identify ways in which they can promote this sense of professional competition more rather than a focus on enhancing a strong feeling of solidarity.

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APPENDICES

Appendix 1 – Trendsales User Profile

The screenshot shows the Trendsales user profile page for 'Linemp'. A red arrow points from the text 'SMS Function' to the 'SMS HILSEN' section, which is highlighted with a red box. This section contains a message from 'Tinta1' about fed ting and a link to 'Din SMS her?'. The rest of the page includes sections for 'Beskrivelse', 'VURDERINGER (238)', 'NÆSTE KLIK', and various promotional banners for 'TOP 5' items and 'SHOP' categories.

SMS Function

SMS HILSEN

Tinta1
Über fedte ting: Mange sikkert tilbud. Fx:
Marimekko, Du Milde,
Chloe, Moncler,
Hush, Cos, Silken
Linenberg, Chie
Mihara, RedGreen,
Coccinelle, Angulus
Forrige Næste
Din SMS her?

BESKRIVELSE

Jeg er altid frisk på en god handel, men synes det er ærgerligt når der bliver skambudt. Derfor ser jeg helst at man byder med mæde.:-)
Hvis man ikke er tilfreds med sin vare, så kontakt mig, så finder vi en løsning.
Alle pakker bliver som udgangspunkt sendt som -brev, medmindre andet er aftalt.... Les mere

VURDERINGER (238)

Sælger:	Seneste 12 mdr.	Køber:	Seneste 12 mdr.
19	1	0	0
0	0	0	0
0	0	0	0
Tilfredshed 100 %	Tilfredshed 100 %		

[Se alle 238 vurderinger](#)

NÆSTE KLIK

[Tilføj til favoritliste](#) [Send privatbesked](#)

MINE ANNONCER

Dato	Vare	Str.	Pris	Besv.
22-04	Cos - Denim nederdel	36	Byd 0	
22-04	Saks Potts - Kappe	Oz	Byd 11	
22-04	Miu Miu - Solbriller	oz	Byd 7	
22-04	Stine Goya - Luisa summer coat	XS	Byd 6	
22-04	Hermès - Bluse/ bukser, sæt	M	Byd 0	
22-04	Valentino - Jakke	Xs	Byd 3	
22-04	Céline - bluse, top	XS/S	Byd 0	
22-04	Cos - Kjole	XS	Byd 2	
22-04	Cos - Tank top	S	Byd 0	
22-04	Acne Studios - Strik	XXS	Byd 0	
22-04	Acne Studios - Alma	36	Byd 0	
22-04	Acne - T-shirt	S	Byd 2	
22-04	& Other Stories - Bukser, Flare bukser	34	Byd 0	
22-04	InWear - Læder bukser	32	Byd 0	

TOP 5: Kabels

- Iphone 7/7+ Super trendy ha...
- Super Effektiv ... Shaper bodysto...
- Iphone 7/7+/6+... Sort casebuddy ...
- Morsdagsgave... Morsekodearm...
- Macbook Sleeve... Macbook filt site...

Linemp

Profilnavn: Linemp Brugerstatus: VIP-Bruger (52 dage)
Bruger 31-05-2005 Sidste besag: 30-04-2017 20:34:34
siden:

Ken: Kvinde	Valideret: Ja
Årgang: 1989	Online: Nej
Bopæl: 2200 - København N	Beskrivelse: Ja

TOP 5: SHOP

- Filippa K Filippa K langærmet Pris: 359.95 DKK
- Linea - Sandalsko i cogn
- Nordic shoe - Pumps i mul
- Paul green - Sandalsko m
- Paul green - Nyhed ! san
- Wonders - Sandalsko i mi

MONOQI

Shop now

Appendix 2 – Sales Post on Trendsales

TRENSALES

English / Cookies
0 varer i kurven

BAZAR SHOPS OUTLET OPRET ANNONSE MIN KONTO SUPPORT MENU

Søg... Julie_ns_norring | Log ud

KVINDER Accessories Lingeri & Beachwear Sko & Støvler Skørhed & Pleje Smykker & Ure Tøj BlåB (str. 46+)

BØRN MÆND HØM & BOLIG ELEKTRONIK ALLE KATEGORIER

Besvarelser: 0 på mine annoncer / 43 på annoncer jeg følger
Brugerstatus: standard – [Opgrader til VIP og få tilbud og fordele her >](#)

Du er her: Bazar > Kvinder > Tøj > Jakker/Frakker > Valentino

VALENTINO - JAKKE

Jbmkgard *****, BYD I DAG BETALER JEG PORTOEN - SHOP MASSER AF LÆKKERT TØJ

Tilbage til søgeresultat

SMS HILSEN

Jbmkgard *****, BYD I DAG BETALER JEG PORTOEN - SHOP MASSER AF LÆKKERT TØJ

Førige Næste
Din SMS her?

INSPIRATION

Meest oculære seninger Mærker Design by Me

reima

Reimatec® skibukser Winton
899,00 kr
539,40 kr

Vintersæt til børn Kiddo Junnu
4299,00 kr
779,40 kr

BESKRIVELSE

Vildt fin jakke fra valentino. Den er købt i jerome vintage på Tullinsgade. Den er af fløj og der er ingen tegn på slid. Den er normal i str. Kom med et bud. Jeg bytter ikke.

SÆLGER:

Linenmp (VIP-Bruger)
Bruger siden: 31-05-2005
Online: Nej

Tilfredshed: 100 % | Vurderinger: 238
Seneste 12 Se alle 238 vurderinger = mdr.:

TOP 5 Sælges Kabes

- iPhone 7/7+ Super trendy ha...
- Super Effektiv /... Shaper bodysto...
- iPhone 7/7+/S+... Sort casebuddy ...
- Morsdagsgave... Morsekodearm...
- Macbook Sleeve... Macbook filt sle...

Din annonce her?

SHOP

ASOS Asos kjole str 10 (3
Pris: 149,00 DKK)

TOP 5: SHOPS

- Linea - Sandalsko i cogn
- Nordic shoe - Pumps i mul
- Paul green - Sandalsko m
- Paul green - Nyhed ! san
- Wonders - Sandalsko i mi

Se alle varer i shoppen

secret Escapes

Få mere ud af dit rejsebudget i 2017
Føre og føre danskere benytter sig af dette hoteltrick, som giver op til 70 % i rabat på hotel og rejser

Gør et feriekup og spar op til 70 % på din næste ferie
Spa, storby eller sommerferie - sådan

SMS Function

Appendix 3 – VIP benefits

Hvad kan du som VIP?		
	30 dage	Spar 318 kr.
	365 dage	498 kr.
Pris pr. måned	68 kr.	Kun 41,50 kr.
Som VIP får du ↓	Populært	Stor Besparelse
GRATIS alle de annoncer du ønsker	✓	✓
Automatisk forlænget dine annoncer efter 45 dage	✓	✓
Adgang til at genoprette lukkede annoncer med ét klik	✓	✓
Op til 6 billeder på dine annoncer	✓	✓
Rabat på pakkeporto	✓	✓
Mulighed for flere handler via TSpay på samme annonce	✓	✓
Mulighed for at kommentere på vurderinger	✓	✓
Reklame for dine andre annoncer på din annonce	✓	✓
Mulighed for at arkivere lukkede annoncer	✓	✓
Mulighed for at sælge varer fra eget design/butik/lager/produktion	✓	✓
VIP-ikon ud for dine annoncer og profil	✓	✓
Ved betaling med kort abonnement påkrævet	✓	
	KØB VIP	KØB VIP
		Spar 318 kr.

Appendix 4 – Recruitment letter for potential interviewees

Danish version:

Kære XX,

Jeg er kandidatstuderende på Copenhagen Business School, og er ved at skrive mit speciale om salg på Trendsales. Jeg vil derfor høre, om du kunne have lyst til og mulighed for at medvirke i et interview til min undersøgelse?

Det vil ligge i løbet af uge 9-12 og vil tage omkring en time. Vi vil komme til at snakke om Trendsales, dine oplevelser med det og lidt omkring dig selv.

Jeg er meget fleksibel med hvor og hvornår, så det lader jeg være op til dig.

Det ville være en kæmpe hjælp!

Med venlig hilsen

Julie Nørring

English version:

Dear XX

I am a masters student at Copenhagen Business School, and I am currently writing my Thesis about sale on Trendsales. I would therefore like to hear, if you would be willing and able to participate in an interview for my research?

It will be some time in week 9-12 and will take about an hour. We will talk about Trendsales, your experiences with it and a bit about yourSelf.

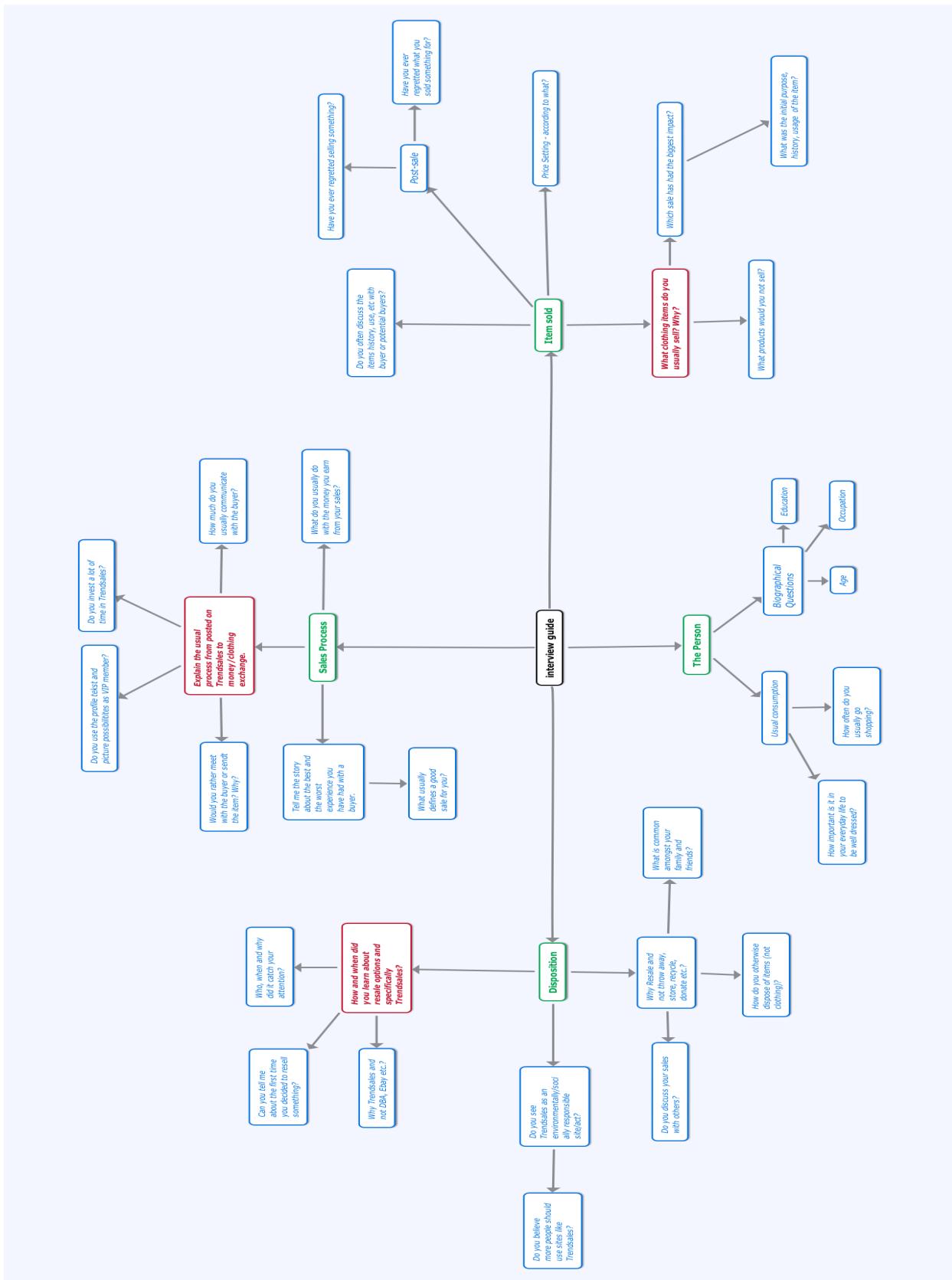
I am very flexible about when and where and will therefore let that be up to you.

It would be a great help!

All the best

Julie Nørring

Appendix 5 – Interview Guide



Appendix 6 – Transcriptions, Meaning Condensation & Themes

KAREN		
Transcription	Meaning Units	Theme
<p>K: har du fået snakket med mange endnu?</p> <p>J: nej du er den første</p> <p>K: er der nogen der har vendt tilbage udover mig</p> <p>J: ja du var bare den første der kom på listen.</p> <p>K: ej jeg er så ked af at jeg glemte at skrive til dig. Lige pludselig jeg så bare den sms nede i min indbakke. Der der.. Jeg kigger på den og tænker jeg svarer lige om lidt, lige om lidt.</p>	<p>She apologizes for the communication problems we had in finding a time to meet.</p>	<p>Personality</p>
<p>J: Første spørgsmål, hvorfor skrev du dig først op til trendsales. Ikke som VIP medlem men bare trendsales generelt?</p> <p>K: Jeg tror bare jeg havde nogle ting liggende og tænkte det kunne da være der ville være nogle der kunne have glæde af det inden jeg donerer det videre til alt muligt andet eller giver det væk.</p>	<p>Her initial reason for joining TS was to get rid of things she didn't use, which others could enjoy. Before donating it to charity.</p>	<p>Motivation to start TS</p>
<p>J: giver du normalt ting væk?</p> <p>K: ja det gør jeg. både til velgørenhed, til organisationer, til de der indsamlingskasser, hvor jeg ikke ved om det bliver trævlet op eller om det bliver sendt til udlandet. altså jeg gir til diverse. Jeg giver til venner og familie</p>	<p>When asked if she usually gives things away, she mentions charity, organizations, friends and family and collection boxes. But she doesn't trust the collection boxes so much, since she doesn't know what happens with the clothes – incinerated or sent to developing countries.</p>	<p>TS vs alternatives/recycling boxes</p>
<p>J: er der forskel på de ting du vælger at give til familie og venner?</p> <p>K: Næ det handler mest om havd jeg har tid til. Og nogle gange så har man et eller andet hvor man godt ved at det er der nogle der godt kunne tænke sig. Så prøver jeg at sætte det til salg som regel.</p>	<p>Choice of disposing method varies depending on the amount of time she has. Plus the potential value for others in the clothes.</p>	<p>Disposal channel vs item sold</p>
<p>J: Er det normalt noget som du har brugt meget?</p> <p>K: Det er meget forskelligt. Jeg havde en blazer som jeg havde købt til en konference. Som jeg har solgt her for et par dage siden. Og jeg gik med den kun til den konference og tænkte den er så flot. og så tro jeg bare at jeg har ændret krop lidt, og så sidder den ikke så godt længere. Jeg ved ikke helt hvad det er. Og så tænkte jeg at det kunen da være der var nogen der gad ha den.</p>	<p>When asked about the state of the clothes she sells. She says it varies.</p> <p>She also tells a story about a "beautiful" blazer she had bought for a conference and never worn again. She couldn't put a finger on what it was – change in her body maybe – but it just didn't fit her any longer. So she decided to</p>	<p>Items sold - State of the item - Choice of item</p>

	<p>sell it as she was sure someone else would like it.</p>	
<p>K: Der er også nogle ting som jeg sætter til salg men så stadig spørger jeg mine venner om de vil ha det, inden jeg får det solgt.</p> <p>J: Hvis det var de så gerne ville have det men der er nogen der allerede har budt?</p> <p>K: Jeg har ikke prøvet det, men jeg tror jeg ville give det til mine venner. ikke også. med mindre det er noget hvor jeg står og mangler en masse penge eller sådan et eller andet. Jeg har solgt et par sko til 600kr på et tidspunkt. Det synes jeg da er en påen sum penge. så hvis mine kammerater sagde "det til jeg gerne have gratis" så ville jeg måske vælge at sige "ej nu skal jeg lige have noget på kontoen"</p>	<p>She explains that she will often ask her friends if they would like it (for free) before she sells it. But it depends on her economic situation or if it is something she could sell for a high price. Then she would rather sell than give it away.</p> <p>Capital discussion – and ahuvia mngmt. Of identities.</p>	<p>TS vs. Give away</p>
<p>: Hvordan sætter du normalt prisen?</p> <p>K: Jeg prøver normalt at sælge ret billigt. Prøver egentlig ikke at tage så mange penge for det.</p> <p>J: Hvordan kan det være?</p> <p>K: Jeg synes sådan set bare at det skal videre i livet. Jeg tror måske også at jeg er så præstigieret at have nogle penge til at bruge. Så det er ikke min indkomst. Altså det er ikke noget jeg tjener på. Det er ikke noget jeg prøver at.. jeg prøver ikke at kunne vedligeholde et forbrug af at kunne købe og sælge osv. Det er mest bare hvad jeg har liggende. Jeg havde en kjole der efter vask krympede 15 cm, og simpelthen var hul-kort bagefter men den er stadig mega fed. den vil jeg jo godt gi videre i livet.</p> <p>J: Hvordan kan det være at du ikke vælger at tage sådan en og give den til genbrug?</p> <p>K: Det gør jeg også efter noget tid. Hvis det har været til salg i et par måneder. Det er et par måneders mellemrum hvor man lige har tid til at gå ned med det. Og så tager jeg det videre. Så en gang i mellem kommer nogle veninder forbi. eller spørger min familie om de mangler noget.</p>	<p>When setting the price she usually puts it very cheap just to get the item to "live on" as soon as possible. She explains that she has been privileged with money already, and she is not trying to maintain a certain consumption level.</p> <p>It is just whatever she has lying around. She tells a story about a dress which shrunk in the wash so she couldn't fit it but it was still "super cool". Of course she would like to "give it on in life"</p> <p>If it then isn't sold for a few months, she will donate it to charity, but first she will see if her friends or family would like it.</p>	<p>Price setting</p>

<p>J: Er det noget din familie og venner gør sig i?</p> <p>K: Nej ikke rigtig. Det er det faktisk ikke rigtig.</p> <p>J: Hvad med trendsales generelt? Er det noget de bruger eller som i snakker om?</p> <p>K: Nej ikke rigtig. Jeg tror min mor kigger på det engang imellem. Men ikke fast. Men jeg kigger ret tit på det. Både trendsales og DBA.</p>	<p>Trendsales isn't really something which is commonly used amongst her friends or family. Or at least they don't talk about it. Her mom uses it maybe a bit, but only once in a while.</p>	<p>TS in her field</p>
<p>J: Hvad synes du er forskellen på DBA og Trendsales?</p> <p>K: Trendsales er mest bare tøj, accessories. Der er også nogle ting til bolig, men hvis for tiden jeg leder efter en kommode eller et bord til stuen så kigger jeg mest på DBA.</p> <p>J: Så hvis du leder efter tøj ville det ikke være den DBA?</p> <p>K. Primært. Det gør jeg også. Der var et tidspunkt hvor jeg ledte efter noget specifikt. Men der er fandme også meget skåd derude på DBA. Men skal være lidt målrettet før jeg gider søge så meget på brugt tøj osv.</p> <p>J: Der er trendsales måske lidt bedre for der kan man specifcere det man søger efter mere.</p> <p>K: Jeg tænker også.... der sku lidt en klasse forskel i de 2 sites. Jeg tror det har noget at gøre med at trendsales tiltrækker folk, der ikke mangler pengene. Også fordi at hver gang du sælger noet, tager trendsales jo et gebyr for det. Ja hver gang man køber noget, kan man se at der er et eller andet gebyr til trendsales som køberen jo ikke helt får.</p>	<p>The difference between TS and DBA for her is the type of items sold. TS is more clothes and DBA more furniture. Also DBA has a bit too much so it is only if she is looking for something specific. "There is so much shit out there"</p> <p>She also states that there is a "class difference" between the two sites. TS is for people who not necessarily sell because they need the money. Since they also charge an amount for each sale.</p> <p>Something about the value they give their own clothes by selling it on TS rather than DBA or charity. Capital but again also ahuvia by having an action which maybe erases a part of their identity but by giving it to TS they gain something even more valuable in return.</p>	<p>DBA vs. TS</p>

<p>J: Er det noget du gør brug af meget, at lave handelen gennem trendsales?</p> <p>K: jeg gør normalt bare det som folk har mest lyst til og folk de synes er nemmest. Hvis de har lyst til at betale over mobilepay så er jeg med på den. Men jeg foretrækker egentligt trendsales da de har den der forsikring af processen. Hele denne her købsaftale hvis der er nogen der melder fra eller noget der ikke er som det sku være. De agerer ligesom som en mægler, og så skal man ikke stå og have noget at gøre med sure mennesker. (Griner sødt). Hvis der sidder en eller anden crazy lady på den anden side, og laver sådan noget.</p> <p>J: Det kan jeg godt forstå.</p> <p>K: Har du selv prøvet det?</p> <p>J: Ja, hvor jeg har solgt noget og de klager over det ikke er præcis som på billedet.</p>	<p>Payment method is usually done whichever way buyer wants. But she prefers TS trade as it also includes the insurance. TS acts as a mediator if there are any problems with between the buyer and seller, so you don't have to deal with angry or crazy people.</p>	<p>seller-buyer relations</p>
<p>K: Ja det er jo brugt tøj altså. Og hvis man har købt noget så... Jeg solgte noget til en 20 på et tidspunkt. Og tænkte "det er lidt brugt, men jeg synes den er fed. Hvem vil ha den for en 20er og porto" Og så var der en der købte den, og jeg sendte den, og hun fik den, og så skrev hun tilbage at det var fandme for dårligt at den var brugt. Jeg var bare helt, "jeg synes jeg har skrveet det hele. Jeg har endda taget billeder af alle de sådn slidte pletter og ting og sager, hvis der var noget. Altså jeg er sådan en som tager nærbilleder, og virkelig prøver at give folk en fornemmelse af det, fordi jeg netop ikke gider ud i sådan en konflikt. Så blir man helt overrasket når man sidder der i den anden ende. Sådan "men hvad havde du forventet" (sagt på en sød undskyldende tone). Så synes jeg nogle gange at det er meget fedt at have trendsales som mægler.</p>	<p>Complains that some people don't understand that it is used clothes. Like she had sold something for 20kr at some point, which of course was used, but she still thought it was cool. And she had gotten a message back saying that it was unacceptable that it was used. Where, she felt like she really had explained it in the post and shown pictures of it all.</p> <p>She explains that she always tries to take close-up pictures and give people a good understanding of the item. Because she doesn't want conflict. And here it is good to have the backup from TS.</p>	<p>items sold / TS brand honest seller</p>

<p>J: Jeg kan også forestille mig når det er du ikke gør det fpr at tjene penge men du gør det for ligsom at give tøjet videre til et nyt liv, og så bliver det ikke ordentligt værdsat?</p> <p>K: Ja måske. Jeg købte på et tidspunkt et par sko derinde. 300kr Nike løbesko. Og jeg tænkte Nice! Fed model. Var med på padsform og det hele. Da jeg fik dem var.. det var ikke engang de samme snørrebånd. De var helt slidte. De stank langt væk af røg. Der var jeg godt nok glad for at have trendsales i ryggen.</p> <p>08:16 J: Så der kontaktede du trendsales?</p> <p>08:17 K Jeg overvejede det. Men jeg fik de fleste af pengene tilbage. Sagde at jeg var villig til at jeg godt gad gi en 50er eller 100kr istedet for og så prve at smide dem i vaskemaskinen</p>	<p>She tells a story about being a buyer where she was not happy about the item she received. As it was not at all what had been described and shown on the post. A pair of Nike sneakers for 300kr. The laces were not the same, they were completely worn and smelled like smoke.</p> <p>There she was very happy about having the back up from TS. She never ended up contacting them, because she got most of the money back.</p>	<p>seller-buyer relations</p>
<p>08:32 J: Fungerede det så?</p> <p>08:31 K: ja de er virkelig fine. Men jeg var godt nok skuffet. Det var sådn, de var snavsede på undersiden. Det var lidt underligt at læse " så god som ny". Det havde jeg ikke lige forventet.</p> <p>08:46 J: Prøver du selv at gøre dine ting helt rene når du sælger det videre?</p> <p>08:51 K: Ja stort set. Men man må godt kunne se at det er blevet brugt. Altså blevet vasket et par gange eller ligget i et skab eller sådan noget. Altså jeg er jo ikke en online tøj hjemmeside, eller sådan et eller andet professionelt. Jeg regner med folk godt forstår at vi giver ting videre til hinanden. Men jo jeg synes da det skal en tur i vasken måske. Det skal ikke lugte af noget.</p>	<p>She ended up throwing the shoes in the washer and then they were "really nice".</p> <p>An example of the discomfort in being able to see the signs of use from other people – especially strangers – and maybe especially from a person she doesn't know or cannot identify with.</p> <p>But she thought it was weird to be told that they were as good as new.</p> <p>Question of expectations to the product received.</p> <p>She explains that when she sells things, she tries to clean it as much as possible. But it is ok if people can see that it is used. She says that she's not "an online website or something professional". She expects people to understand that this is a trade between people.</p> <p>She emphasizes the social side to it. And the value in this social</p>	<p>C2C community / Social exchange</p>

	side vs. a cold online website.	
<p>09:20 J: hvorfor tror du folk bruger trendsales? Hvad er deres motivation bag det?</p> <p>09:26 K: jeg tror der er rigtig mange griske mennesker (Griner lidt undskyldende) Jeg tror der er rigtig mange der tænker, jeg kan tjene penge på alt. Og hvis jeg ikke vil ha det, jamen så er der nogen der kan købe det af mig. Hvis jeg sku være helt ærlig. Så tror jeg også at der er nogen ligsom mig, som tænker jamen det er da meget sjovt og nogle gange kan man jo få noget til en rigtig god pris. Det der med at man skal ikke ud i forretningerne.</p> <p>Som køber tror jeg måske der er rigtig mange som tænker, at de mpske kan fp noget billigere eller mpske kan de få noget som alle ikek har på for tiden. Måske er der nogen der bruger det til at få en mere personlig stil.</p> <p>Jeg ved det ikke (griner lidt nervøst).</p>	<p>She believes that the reason she thinks people sell on trendsales is because a lot of people are greedy and think they can earn money on anything. And if they don't want it then someone else can buy it. And then she thinks that others are like her, who just thinks it's fun and then sometimes you can maybe get a good price for the things.</p> <p>As a buyer she believes it often is the idea that you can get it cheaper on TS than in the stores or that you can get something that everyone's not wearing at the moment and thereby gain a more personal style.</p>	<p>Motivation to join -Profit vs. Fun</p>
<p>10:31 J: Der var meget på nyhederne på noget tid siden om at danskerne er rigtig gode til at forbruge. Smider vores ting væk relativt hurtigt og bruger kun 30% af tøjets levetid. Er det noget du har tnkt over?</p> <p>10:57 Det er det helt sikkert. Jeg tænker over hvordan jeg vasker mit tøj. Om jeg bruger strømper. Prøver at tænke over producenterne, men det er sådan nok min akilles hæl. Men jeg har kun en begrænset mængde af overskud. Så der kommer et tidspunkt hvor jeg nok tager del i den onde cirkel. Men jo jeg tænker over sådan noget. Netop det jeg mener med at jeg har jo noget godt tøj. Der er jo ikke nogen grund til at smide det ud. Og især når jeg ikke ved, altså de der tøjkontainere, der er mange af dem, og jeg ved ikke om det er sådan her i danmark, men der er mange af dem i udlandet som er en kontainer hvor man smider tøj ind, og så blir det kørt et sted hen, al tøjet bliver trævlet op og lavet til nyt tøj. til nyt stof. Og det er jo noget som folk tjener kassen på, mens det jeg måske havde troet jeg gav til var måske til flygtninge indsamling, eller til velgørenhed, eller til udsatte områder, for man ser de der billede fra borbefonden og der står unicef på det. Der står rigtig tit sådan sådan noget Røde kors på det. Og der er flere af de kontainere som bliver sendt afsted, hvor det bare bliver trævlet op.</p>	<p>When asked about her environmental values, she explains that it definitely is something she cares about. She thinks about how she washes her clothes. She also thinks about the producers but calls it her Achilles heel. But due to lack of energy sometimes she acknowledges that she takes part in what she calls "the evil circle".</p> <p>She further explains that that is what she means by having good clothes with no reason to throw out.</p> <p>Mentions again that she doesn't like the clothing containers because of that. Because she doesn't know exactly where it ends. And often it is just treaded up into new fabric and made into new clothing items which companies then earn more money on. She doesn't like this idea, since she thought it was going to developing countries.</p>	<p>sustainability values buyer profile - knowing the recipient</p>

Så vil jeg jo egentlig gerne give det gode tøj videre. Netop fordi jeg nok ikke har brugt den levetid det nok har. Så har det jo flere gode år på bagen. Og så er der jo ikke nogen grund til at sende det sådan et sted hen i hvertfald.	Then she would rather give it on to others so the clothing can continue its life, since it has many good years left.	
<p>12:34 J: Hvordan er det anderledes i forhold til hvis du skulle give det til en rødekors butik? Der får det jo også lov til at leve videre.</p> <p>12:46 K: helt sikker. Det vil jeg også gerne. Jeg tror indtilvidere er det mest fordi jeg ikke lige... (tænker og tøver meget lige her)... Det er jo ikke min hovedinteresse. Jeg har jo så meget andet jeg går op i. Jeg har måske ikke tid til at omlægge mit liv, sådan at jeg kan nå hen til de genbrugere som tager imod tøj. Og der er mange af dem inde i Kbh som har frabedt sig at få donationer fra folk, fordi de simplethen får nok. De får så meget. De har simpelthen ikke kapacitet til det. Så tror jeg at jeg bare har valgt at prioritere. Der ligger ikke noget i nærheden af hvor jeg bor.</p> <p>13:22 J: hvor bor du henne af?</p> <p>13:24 K: lige ved emdrup station. Så vidt jeg ved ligger der ikke noget i en gå afstand eller cykelafstand. Østerbro og nørrebro har mange gode, og måske også vesterbro. Men ikke emdrup. Jeg ved ikke lige hvor.</p> <p>13:45 J: der bliver det måske lidt mere spredt?</p> <p>13:46 K: JA! ja. (sagt på en næsten lettet måde)</p>	<p>When asked how TS it's different from donating it to redcross shops, she explains that it takes more time. And she doesn't have that time nor the interest to make it her priority. Continues with explaining that, anyway most stores have asked not to be brought more clothes, because they don't have the capacity for it. And there are no shops close to her.</p> <p>She lives right by emdrup station where there apparently are no charity shops close. And seems almost relieved when I agree with her.</p> <p>These are a lot of excuses for not donating it. Which implies a guilt as maybe her usual field which she works within would prioritize donating rather than joining a fashion site as TS and making money of it.</p>	Charity vs. TS - sustainability values
<p>13:51 J: Bruger du ellers meget tid på trendsales som sælger?</p> <p>13:58 K: Ikke rigtig. Jeg lægger ting op måske hver 2 måneder. Det skal også kunne betale sig at have den der VIP bruger abonnement (sagt på en tøvende måde, som om hun ikke er helt sikker på hvad det der VIP noget helt er). Jeg kan ikke huske hvad det koster, jeg tror det er 80kr. Jeg kan ikke huske om det er om måneden... måske.</p>	<p>She uploads items on TS maybe every 2nd month. But it becomes clear that she does not use it a lot. She states that it has to make economic sense to have the VIP membership but then actually doesn't remember how much she pays per month.</p> <p>The fact that she doesn't remember how much it is, implies that she is more motivated by the social and cultural value that lies in the membership rather than the economic.</p>	motivation to use TS

<p>14:24 J: Vil du helst have at folk kommer og henter det hos dig eller sender det med posten?</p> <p>14:31 K: Jeg synes det er nemmest hvis de kommer og henter det eller vi mødes i byen. Hvis jeg alligevel er herinde (i byen på IND) vil jeg da gerne invitere dem herind eller mødes på Nørreport eller inde på strøget. Det vil jeg gerne.</p>	<p>Usually she prefers to meet with people when they exchange the clothes. Either they come to her or they meet in the city somewhere.</p>	<p>seller-buyer relations</p>
<p>14:52 J: Hvad er din bedste salgsoplevelse?</p> <p>14:57 K: Noget sengetøj jeg havde fået i julegave som var tude grint (griner mens hun siger det). Det var simpelthen så grint. Og jeg prøvede virkelig at overbevise mig selv om at det var pænt og havde lagt det ud på min seng. Ej men det var virkelig grint. Jeg gav det virkelig en chance. Men så tog jeg det af igen og tog billeder af det. Og strøg det og lagde det pænt sammen. Og det var der en kvinde der købte. Og jeg sendte det til hende og hun skrev bare tilbage at det var SÅ smukt, og det var bare så perfekt. Og jeg var bare sådan "godt for dig!" (sagt jokende).</p>	<p>When asked about her best sales experience she tells about a bed sheet she got from her mom as a Christmas present, and which she thought was horribly ugly, despite having tried to convince herself that it was nice. A woman had ended up buying it and written back to her that she thought it was "SO beautiful".</p> <p>Ahuvia – the guilt of not liking it was elivated when another woman got happiness out of it. Suddenly the value of the sheet changed. And the act of reselling a present didn't seem so bad suddenly cause it "brought happiness"</p>	<p>Seller-buyer relations items sold</p>
<p>K: Det tror jeg bare er en virkelig god oplevelse når folk de også bliver glade for det. Også når folk de har lyst til at dele den oplevelse de har haft med det. At det ikke bliver så upersonligt. Jeg synes sku det er kedeligt når det er sådan lidt bare en eller anden transaction nærmest. Jeg synes sku man bliver lidt tingsliggjort på en eller anden måde. Man bliver sådan bare en eller anden forhandler agtigt.</p> <p>15:59 J: Er det fordi det er noget som har været dit?</p> <p>16:00 K: ja men det er jo ikke fordi det skal være sådan at vi skal blive bedste venner, eller at det skal være sådan totalt sentimentalt jeg synes bare det er hyggeligt når folk de skriver "ej det blev jeg godt nok glad for. Tak!"</p> <p>16:14 J: Ja men det giver jo meget god mening når du har investeret tid i det.</p> <p>16:18 K: Ja men det kan godt være (sagt lidt overvejende og nikkende). At det er sådan en oplevelse af at det er noget jeg investerer tid i. Så</p>	<p>She continues and explains that it is just such a nice feeling when people they are happy about the things they buy from her.</p> <p>And that they was to share it with her so it doesn't become so "unpersonal" and boring like a normal transaction. She almost feels objectified. It's not like they have to become best friends but it's nice to get a thank you.</p> <p>It's nice to see that other's invest some time in the sale and thank her when she has invested time in the process.</p> <p>She likes and find it interesting the fact that we sit as private people and exchange things.</p>	<p>C2C community / Social exchange</p>

<p>synes jeg det er fedt at se når andre faktisk også har investeret tid i det. Jeg synes der er et eller andet sjovt og personligt over at vi faktisk sidder som private mennesker og prøver at udveksle ting mellem hindanden. Det synes jeg der er et eller andet.. jamen altså...så synes jeg det er en lidt underlig reduceret oplevelse på en eller anden måde når folk de så behandler det som ligsom at gå ned i.. ja det ved jeg ikke... i en tøjbutik... hvor de så selv kan vælge at købe det stygge lagen. Ej det var så grimt.</p>		
<p>16:54 J: Det var en gave du havde fået?</p> <p>16:55 K: Ja det var en julegave jeg havde fået af min søde dejlige mor.</p> <p>16:59 J: Har du fortalt det videre til hende</p> <p>17:01 K: ja jeg har sagt det til hende. (Sagt højt grinende)</p> <p>17:02 J: Hvad synes hun om det?</p> <p>17:04 K: Hun synes det var lidt sjovt. Hun havde egentlig givet mig kvitteringen. men jeg havde ikke nået at bytte det. Det var min egen fejl. Men hun var skide sød.</p> <p>17:14 J: fortalte du så videre at hende der endte med at købe det var rigtig glad for det?</p> <p>17:19 K: Ja ja. Min mor syntes jo også at det var pænt. Ellers havde hun jo ikke købt det. Tror det var meget vigtigt lige at fortælle hende at vi har forskellig smag. Hun er så sød men hold kæft hvor var det grimt.</p> <p>17:53 J: Ja det er nok lidt bedre at du fik det solgt og det ikke bare ligger derhjemme i skabet.</p> <p>17:55 K: det fylder jo bare, og man gider jo ikke ha det. Det var en blanding af af brun, hvid, grønne stribler, og det var bare så stygt.</p>	<p>She explains that the bed sheet, from before, was a present from her mom and that she had told her mom about selling it. And her mom had just thought it was funny. She had actually given her the receipt but hadn't had the time to exchange it.</p> <p>Her mom was happy that the buyer was happy about it, because she herself of course liked it since she had bought it.</p>	
<p>18:23 J: Hvordan kan det være at du har valgt at ha både billeder og tekst på din trendsales profil?</p> <p>18:30 K: det er lidt det der med at gi lidt af mig selv. Altså jeg tror det er totalt sådan en appell form at sige "jamen jeg er en person". For at fortælle at jeg er en virkelig person. Gi dem indtrykket af hvad jeg laver, men også... jeg tror sku det der er mest sketchy ved at sku købe fra fremmede, det er når man tænker "er de rygere" eller "er de nogle der behandler tingene</p>	<p>Karen explains that she has uploaded text and pictures of herself on her TS profile to give some of herself. To show people that she is a real person, and for them to have an idea of who she is. And to show that she is not a smoker, a person who treats her things well and a person with a conscience. She feels that she creates a sense of safety around</p>	<p>seller profile (the social aspect)</p>

<p>ordentligt", "har jeg et indtryk at at det her er en samvittighedsfuld person". Der tror jeg gerne jeg vil skabe en tryghed af ved den profil. Så bruger jeg det også som et middel til at give nogle generelle information. Hvor jeg bor, og hvordan er jeg med på at handle.</p>	<p>her profile. And then she uses it to give some general practical information.</p>	
<p>19:19 J: er der nogle ting du har derhjemme som du ikke bruger men som du ikke vil sælge? enten pga. det ikke er passende til trendsales eller som du ikke vil af med?</p> <p>19:33 K: ja der er da ting som jeg beholder af sentimentale grunde. Ting man ikke bruger men som betyder noget for mig. Men jeg tror mest at generelt har jeg det sådan at jeg synes ikke brugt undertøj skal sælges. Uanset om det er ren vasket eller ej.</p> <p>19:53 J: hvad med undertøj du aldrig havde gået med?</p> <p>19:56 K: det kunne jeg godt. Hvis jeg aldrig havde gået med det. Jeg købte en BH fra Ganni, eller sådan noget, så var jeg lige ved at glemme at sende dem tilbage. Dem kunne jeg da godt ha sat til salg hvis jeg ikke havde fået det. Den sad bare ikke på mig, men den var ikke brugt eller noget. Ikke mere brugt end hvis man går ud i butikkerne og køber undertøj som vel også er prøvet.</p>	<p>Things that have a sentimental value for her or items like underwear which have been too "close" to her, she wouldn't sell. Underwear she's never worn would be fine. Like some bras she had bought and if she hadn't returned those in time, then she could've sold them on TS.</p>	<p>items sold</p>
<p>20:25 J: Køber du normalt på impuls er det mere forberedt?</p> <p>20:31 K: det er mere velovervejet. Jeg kigger som regel også på det i et par dage og mærker om jeg stadig vil ha det. Gir det lige et par dage, eller man skal lige gå væk fra det eller sådan noget. Hvis man er ude og købe det i en foretning. Og hvis man ikke får den ud af hovedet så er det i orden. Dette med bytte regler, det er så det jeg godt kan lid ved at købe ind i rigtige forretninger. At man har noget tid til at tænke over det. Men jeg synes også det er smart at kunne købe brugte ting. Så jeg går også på loppemarkeder og sådan nogle tøj/bytte ting.</p>	<p>As a shopper in general she is quite conscious and calculated. Gives it a few days before she buys something. That's also why she likes shopping in stores because it is possible to return it. But she also likes to go to fleamarkets or clothing-exchange markets.</p>	<p>consumption habits</p>

<p>21:16 J: har du nogensinde haft en stand selv på et loppemarked?</p> <p>21:17 K: Nej ikke endnu. Men jeg tænker rigtigt meget på det. for jeg er ved at få ophobet en masse ting, som jeg egentlig ikke har fået sat til salg. Det er jo også fordi det er tidskrævende at sætte ting til salg. J</p> <p>21:33 J: hvordan kan det være?</p> <p>21:34 K: 80kr om måneden som medlem når man måske ikke har tid til at ligge ting op. Jamen så tjener man det jo ikke ind igen. Det er jo ikke fordi jeg vil tjene ekstra på det, men jeg vil måske bare gå i nul med det der. Det ville være fedt nok.</p>	<p>She has never had a stand at a fleamarket but would like to, since she has a lot of stuff which has accumulated over time. And its pretty timeconsuming to put it for sale on TS.</p> <p>She has actually thought about closing her VIP account. Because she thinks 80kr is a bit much when she doesn't have the time to upload things. Cause then she doesn't earn the 80kr it costs. It's not like she wants to earn extra. She just wants it to be equal.</p>	<p>TS vs fleamarket economic motivation</p>
<p>21:53 J: Hvor lang tid er det du har haft den?</p> <p>21:56 K: jeg tror i et års tid. Det kan jeg ikke huske. Jeg tror det var sidste år eller også sådan slutnigen af forrige år.</p> <p>22:10 J: Brugte du trendsales før det?</p> <p>22:12 K: Ikke på samme måde. Jeg tror jeg har brugt det meget mere sparsomt.... ja... i tide og utide. HVor nu bruger jeg det lidt mere systematisk. Prøver at tænke på at jeg skal lægge tingene op hvis jeg ikke vil have det længere i stedet for at ligge det ind i et skab.</p>	<p>She has had her account for about a year. But she's not exactly sure.</p> <p>Common for many of the respondents is that the VIP membership doesn't seem like a calculated decision and at least something which they have quickly forgotten. This could imply that there is maybe more a symbolic value in the membership rather than an economically calculated one.</p> <p>She continues to explain that her use of TS has been very on and off. Despite her continuous monthly payment. Now she is using it more systematically and actively.</p>	
<p>22:39 J: Er det pga profilen som skubber dig som en reminder?</p> <p>22:55 K: jeg synes også det er sjovt. Jeg er ikke rigtig sådan en der går vildt meget op i mærker. at tingene skal være købt fra bestemte steder af. Men det betyder jo ikke at jeg ikke er bevisst om forskellige forretninger og mærker. Så jeg har aldrig rigtig købt ting fra ganni fordi jeg synes det var ret dyrt. Men hvis der er nogen der har købt noget og så fortvridt og lagt det op på trendsales, så har de som regel sat det nogle 100kr ned. Så kunne man godt overveje det. Så har jeg købt nogle ting derfra istedet for. Og fået en erfaring med de her mærker på den måde. Jeg tror jeg har brugt trendsales, det sidste halve år er jeg virkelig</p>	<p>She thinks it's fun to sell on TS. She doesn't care much about brands but it doesn't mean she's not aware of them. She has never bought anything from Ganni, because she thinks it's too expensive. But if it is put down in price by 100 kr on TS then she would consider buying it. That's how she has gotten to know these brands and has used it like that a bit more the last half year.</p>	<p>no splurging</p>

<p>begyndt at kigge på sådan nogle DBA og trendsales. Bare fordi jeg synes det blev sjovt og jeg opdagede hurtigt at jeg blev god til at søge på de rigtige ting</p>		
<p>23:46 J: har det påvirket hvordan du bruger penge på tøj i nye butikker?</p> <p>24:00 K: måske om jeg kunne købe det på trendsales.</p> <p>24:03 J: eller om du kunne købe det og hvis du fortryder så sælge det videre?</p> <p>24:08 K: Jeg tænker mere på om jeg kan finde det på trendsales end jeg tænker på at sælge det videre. Mest fordi jeg tænker at der er... du er slet ikke garanteret et salg på nogen som helst måde. Det er virkelig jeg synes der er lidt mere held i det. Om man har held med at sælge det.</p> <p>24:31 J: der er ikke noget man kan gøre for at sikre sig et salg?</p> <p>24:33 K: det ved jeg ikke. Det har jeg måske bare ikke regnet ud. Man kunne sikkert tage ongle bedre billede eller ja jeg ved det ikke. Jeg tror mere jeg tænker over at hvis der er noget jeg godt kender har set i en eller anden butik og tænkt ej det var godt nok lidt pricy jeg ved ikke helt om kvaliteten er god og kender ikke noget til mærket, hvad de normalt sælger, eller pasform, så kunne jeg godt finde på det. Fx. synes jeg det var spændende at købe Nike sko, fordi alle gik i dem og jeg synes egentlig også at de var pæne men jeg gad godt nok ikke give mere end 1000kr for et par sneakers som jeg ved jeg får gået til i løbet af en sommer. Så tænkte jeg at købe nogle som måske ikke var så brugte, det kunne måske være en god mellemvej for at spare nogle penge og prøve dem af og se om det egentlig er holdbart eller hvad. Det har jeg egentlig haft succes med.</p>	<p>As a consumer TS has affected her a bit because she often reconsiders to buy a new thing in case she can buy it cheaper on TS. It doesn't really push her to buy more just because you can sell it. Because you are never guaranteed a sale.</p> <p>The more success you have on TS the more you use it?</p> <p>As a buyer she is very fond of it though. In the sense that she can follow the trends like a pair of sneakers without having to pay the whole price for it. And that way she can test it without having to do the full investment.</p>	<p>TS use</p>

<p>25:39 J: prøver du at bruge nogle af de her overvejelser som køber når du prøver at sælge?</p> <p>25:54 K: ja det tror jeg at jeg tænker helt vildt meget over. Hvad jeg selv godt kunne tænke mig at vide om en vare.</p> <p>26:01 J: hvad er det vigtigste at fortælle om vare?</p> <p>26:06 K: skavanker, synes jeg er en vigtig ting at nævne og være helt ærlig om. Jeg har en kjole til salg lige for tiden, som har et lille bitte hul. Et virkelig lille bitte hul og det trævler ikke eller ngoet. Men det skal en køber jo vide. Og det har jeg jo taget et eget ærligt billede af hvor jeg virkelig viser at det er mindre end et tændstik hoved. Og viser hvor småt det er For ligsom at give dem et realistisk billede af det så de ikke bliver overraskede. Det synes jeg er vigtigt. Eller sådan noget som hvad bestør tøjet af. Er det polyester eller bomuld. Så folk med allergi.. ja.. kan overveje det. Jeg synes det er rarere at gå i viscose og bomuld, end det er at gå i polyester. Så det kigger jeg tit på. Og spørger hvad det er lavet af. Jeg skriver egentlig meget om de ting jeg sælger tror jeg. Tror jeg tænker meget over at jeg godt kunen tænke mig at høre om det her og det her. Så prøver jeg at skrive det på den mest overskuelige måde som overhovedet muligt. Og inkluderer det hele. Og det er ikke fordi jeg ikke vil snakke med folk. Men det fordi jeg tror at der er et eller andet mere mere tiltalende i det hvis man sådan lige selv kan finde ud af det hurtigt, istedet for man skal ud i en eller anden lang samtale med en eller anden sælger som måske ikke er så god til at svare.</p>	<p>As a salesperson on TS she always tries to consider what she as a buyer would like to know about a product. Like damages is the most important.</p> <p>She has a yellow top for sale with a tiny hole. Emphasizes that it really is nothing big. But she still has taken a picture of it.</p> <p>She almost tries to convince me that it is nothing big, but she only shows it to be an honest seller.</p> <p>The material of the clothes is also something she informs about, since it is something which is very important for her. She really puts a lot of thought into the information she gives and how. It should be detailed and clear.</p> <p>Not because she doesn't want to talk to people but because there is something nice about being able to get all the information at once instead of through a long conversation.</p>	<p>role of the seller</p>
<p>27:40 J: bliver det nogle gange irriterende med kommunikationen mellem køber og sælger?</p> <p>27:44 K: sygt irriterende. Ej men altså man skal sende en besked hele tiden. Og man skal også få at vide når alle andre har skrevet beskeder. Man kan ikke svare specifikt på beskeder. Det er kun en lang snor. Det er jo sådan vi snakkede i 2000. Vi er bare kommet 17 år videre i teknologien. Hvorfor kan man ikke bare lige lave en hurtig svar boks til de der svar. Det er jo sådan noget som DBA har regnet ud, at man også kan lave private indlæg hvis man har et eller andet personligt spørgsmål, eller hvis man ikke lige har lyst til at folk de skal vide om man køber noget... eller det ved jeg ikke. Eller man kan svare på de beskeder der kommer ind.</p>	<p>The constant useless messages from buyers and notifications from other buyers on other posts is very annoying to her. She describes it as being very oldfashioned like the "2000s". It should be more one-to-one dialogue instead of getting a notification everytime other people have a question.</p>	<p>seller-buyer relations - too much dialogue</p>

<p>28:33 J: Svarer du normalt løbende eller kan det ske at der ligepludselig går 2 uger</p> <p>28:39 K: jeg prøver at svare løbende. Jeg tor jeg har været ude for at 1 eller 2 gange hvor man bare har været fuldstændigt overtaget af livet. Tror julen var sådan en periode. Så havde jeg også eksamen og var rundt omkring i landet for at besøge familien. Og så lagde jeg mærke til Hov jeg har slet ikke logget ind her. Men for det meste holder jeg det løbende. Jeg har faktisk også været inde og kigge idag. Hvor der var nogen der havde skrveet på noget og så skal man jo svare dem.</p>	<p>She usually tries to answer messages from TS buyers continuously. But sometimes life takes over. Like over Christmas with exams and family. But there is a feeling of obligation to answer.</p>	<p>role of the seller</p>
<p>29:11 J: hvor meget har du solgt?</p> <p>29:14 K: jeg har ikke præcis styr på det. Henholdsvis DBA eller trendsales. Jeg har også lavet en VIP bruger på DBA. Tror det hedder sådan noget DBA plus eller noget. Der koster det så 40kr om måneden.</p> <p>29:34 J: Men der sælger du så andre ting?</p> <p>29:35 K: jeg sælger det samme faktisk.. og møbler. Stort set det samme med samme tekst. Altså samme pris selvfølgelig. Ikke nogen forskel på det.</p> <p>29:53 J: hvilken site har du fået bedst respons fra?</p> <p>30:00 K: DBA. der har været fler der har reageret.</p> <p>30:08 J: er det så specifikt slags tøj der sælger godt?</p> <p>30:19 K: det er lidt af hvert. Jeg solgte nogle doc martins sko. Kan ikke huske om det var trendsales eller DBA. Det har jeg lidt svært ved at adskille hvad der var hvad. Det solgte jeg for nogle penge. Solgte den blazer som jeg kun havde på den ene gang til konference. Jeg har solgt en læder jakke som var... som er... 6 år gammel. Jeg havde bare ikke gået med den og den havde givet sig. Var bare blevet større... end mig. Jeg tror jeg havde gået med vinter trøjer i den og så er den udvidet sig, og så stod jeg lidt og kiggede på den og tænkte "Fandme fed men nu er det måske på tide at give den til en som bedre kunen fylder den ud"</p>	<p>She is not exactly sure how much she has sold. She also has a user on DBA, where she sells pretty much the same but also furniture.</p> <p>She has gotten the best response from DBA.</p> <p>She starts mentioning some of her good sales. A pair of Doc Martins shoes. Sold for a pretty good price, the blazer from the conference, and a leather jacket, which is 6 years old. There was just something about size. She suspects it's cause she had worn wintersweaters underneath it and then it had gotten bigger. She still really liked it but thought that now it was maybe about time that she passed it on to someone who could fill it out.</p>	<p>TS vs DBA</p> <p>items sold - most positive sales</p>

<p>31:16 J: Har du været ærgelig over et salg på et tidspunkt?</p>	<p>31:26 K: over at miste det? næææ ikke rigtig tror jeg. Tror ikke jeg er så sentimental når det kommer til tøj. Meget få ting. Jeg solgte en fantastisk smuk palliet kjole. Sådan rigtig gatsby stil. Med frynser og det hele. (Sagt med masser af glæde og næsten nostalgi i stemmen) Jeg tror bare jeg blev lidt øm over at skulle sige farvel til den. På den anden side var jeg også bare sådan jeg har brugt den 1 gang.</p>	<p>She tells about a dress which she was slightly sad about letting go. But she just wasn't using it. She explains in detail about the sequences and the gatsby style. But she had only used it once. And not even an event which she felt was the dress worth. So she decided to take some "beautiful pictures of it so a beautiful girl could wear it". It was a bit tough to have it hanging at home as a reminder that she wasn't using it.</p>
<p>31:55 J: var det til en fest eller nytår?</p>		
<p>31:57 K: Jeg ville ha brugt den til en fest. Jeg har bare aldrig taget den på til en fest. Så har jeg altid taget alt muligt andet på. Jeg brugte den til en snoldet sådan for sjov gala middag aften hvor folk de var halvt i sandaler og shorts og halvt i gala tøj og det hele. Det er mærkeligt at den har ikke fået den ære den skulle ha haft i mit hjem, så jeg tænkte "ah den skal videre og tages flotte billeder af på en smuk pige". Det var lidt hårdt at have den hængende derhjemme lidt som en reminder, sådan "den har jeg ikke brugt", "den har jeg stadig ikke brugt" "ja okk".</p>	<p>On the other hand, she has a shirt which she rarely uses, but has had for maybe 12 years. With knit and lace over the shoulders. She hasn't wanted to sell that one but thinks that that is also because she still uses it. Not so often but its still being used over the summer for barbecue nights. But it has some weird sleeves that don't fit underneath a jacket. So she has told herself that it is ok that she keeps it and don't use it so much.</p>	<p>items sold</p>
<p>Jeg har trøje som jeg købte for en snart 12 år siden og jeg har ikke gået så meget med den. Rigtig fin trøje. En strik trøje med sådan noget blandet mønster hen over armene som man lidt kan se igennem. Og den er rigtig flot. Den har jeg ikke villet sælge. Men det tror jeg er fordi jeg alligevel får den brugt. Jeg ved godt den ikke kan bruges så tit, men jeg får den faktisk brugt når jeg kan bruge den.</p>		
<p>33:19 J: Hvornår bruger du den så?</p>		
<p>33:20 K: om sommeren. Den har lidt storeærmer. Det er meningen at den skal pose lidt og være sådan lidt i sådan et hullet mønster hen over armene. Et kan man altså ikke ha inden i en jakke. Så går man virkelig sådan Johnny Bravo agtigt. Så det har jeg besluttet mig for at det er sku i orden at jeg ikke bruger den så meget.</p>	<p>33:43 J: Er det så nogle specifikke begivenheder hvor du tager den på?</p>	
<p>33:47 K: det er til sådan nogle gril aftener eller sommer aftener eller sådan noget. HVor man ikke skal ha så meget på. Det går den fint til.</p>		

----- Problemer med optager -----		
34:15 K: tror mere det kommer bag på mig at jeg har så mange refleksioner.	It surprises her that she has so many refleksions regarding TS.	
<p>35:34 K: jeg bliver helt grebet af det. Det at man kan sidde og følge med, og så nogle gange slår man fandeme også til.</p> <p>35:43 J: hvad er det dyreste du har solgt? Er det støvlerne til 600kr?</p> <p>35:46 K: ja det tror jeg. Men det er der omkring. Tror heller ikke jeg har lyst til at sælge noget der er meget dyrere.</p> <p>35:57 J: hvorfor ikke?</p> <p>36:02 K: Jeg tror mest af alt at det handler om at jeg ikke rigtig har noget der har kostet mere. Jeg har en jakke der har kostet 2000 fra ny. En vinterjakke. Rigtig lækker en. Men den har jeg jo også gået med. Så hvis jeg skal sælge den videre, så vil jeg da også kun sælge den videre til et par 100kr tror jeg. Jeg har jo gået med den, jeg har hivet alt det kærlighed ud af den den skulle gi mig. Men der er stadig flere gode år i den. Man kan godt se den er brugt det synes jeg. Jeg synes også det er lidt pebret at kigge på de annoncer hvor folk de sælge ting helt vildt dyrt bare fordi det har et eller andet mærke. Hvor man er lidt sådan.. det er simpelthen for brugt til at være så meget værd længere. Det kan du ikke mene at det skal koste 700kr for noget der ligner en forvasket tanktop.</p>	<p>She is not sure what the most expensive thing she has sold is. But thinks it's her boots for 600 kr. And she wouldn't want to sell something for more than that. Not because it hasn't costed more. But she for example has a jacket which was 2000kr. But she would only sell that for 100kr, because it's used and "she has taken as much love out of it as she could". Theres still plenty of good years left in it though. You can see it is used</p> <p>An example of how this jacket has been used so much that it almost became a part of her and but knows that this is value for her and maybe not others. This emotional love value has overtaken the practical value of the jacket which she does not see as that important. And is therefore willing to sell it for much less.</p> <p>She continues and explains that she thinks its too much when people sell something for a high price just because it is a brand, but its clear that's its been used a lot. For example 700kr for an old washed top.</p>	price setting

<p>37:03 J: hvad bruger du normalt pengene du får fra salg på?</p> <p>37:14 K: Jamen de har jo det der med at hvis man så vil ha pengene ud på sin konto, så tager det også et gebyr for det. Så jeg plejer bare at have pengene derinde på den der trendsales konto man kan ha. For så kan jeg hurtigere købe ting, hvis det er. så har ligsom det som en slags lommepenge derinde. men det er ikke fordi jeg siger at så må jeg kun købe for det her. Jeg tror jeg har et eller andet absurd beløb på 53kr og 64øre, eller noget i den stil. Det er jo ikke noget der begrænser mig. Men det er jo meget fint at sige ja ok men så bruger de her penge herinde i stedet for at det skal handle om de småpenge jeg tjener. Men det var også det jeg startede med at sige, at jeg tror jeg er ret præstigeligt at ha studie job. Som gør at jeg egentlig tjener ok på det.</p> <p>38:14 J: så du er ikke ude i at leve af at sælge dit brugte tøj?</p> <p>38:17 K: men det er der nok nogen der kan?</p>	<p>The money she gets from TS sales, she usually keeps in her TS account as pocket money. But it's not like she limits herself to shopping for only that amount. She explains that she has some ridiculously small amount so it's nice to have the money but it's not about the money she gets from her trading. And explains that that was also the point she made in the beginning that she is privileged to have a student position so she doesn't have to live off the money from TS.</p>	<p>the profit</p>
<p>38:20 J: hvem tor rdu den generelle trendsales VIP sælger er? har du en ide om det?</p> <p>38:28 K: jeg tror der er mange ligsom mig, som tænker det vil jeg da lige prøve. Og måske bliver det sådan lidt et incitament til at ligge flere ting til salg. Måske er det lidt som en motivation der gør at man bliver bedre til det. Og så jo flere salg du får igennem jo mere motiveret er du til at bruge det. Jeg tænkte på om det ville gøre forskel på mig det at blive VIP bruger i forhold til at sætte ting til salg. Jeg tror det var derfor jeg købte det på det tidspunkt, for jeg tænkte at det er sikkert noget jeg bliver bedre til hvis jeg har lidt flere rettigheder til at lave nogle lidt federe annoncer. Jeg tror der er forskel på det antal billede man på liggende op pr annonce. Der brugte jeg det ligsom på en måde som en slags springbræt til det men det er ikke blevet til så meget... (griner lidt af sig selv)... da jeg så havde så var det jo bare det samme som før. Jeg kunne bare nogle flere ting. Jeg tror jeg blev lidt bedre til det men det er jo også fordi jeg betaler nogle penge for det om måneden.</p> <p>.... igen forvirring med optager....</p>	<p>She explains that there are probably many who started for the same reason as her, just to try and then gets hooked on it. And a good sale can motivate other sellers. And she thinks that that was probably also one of the reasons she became a VIP member, to see if she could become a better seller. She says, not too impressed by herself, that she has only gotten better because of the extra features she has because she pays.</p> <p>The cultural capital of TS. Knowing it well and doing better and better. The fact that she is not impressed by herself and says its only because she has paid for it, emphasizes this. Because it is not about the actual sale and getting money out of it. But it is about mastering the TS sales game (field).</p>	<p>use of TS</p>

<p>39:51 J: ...din alder?</p> <p>39:53 K: jeg er 23 år gammel. bor i Emdrup og læser fysik.</p>	<p>Biographical: 23 years old, lives in emdrup and studies physics.</p>	<p>Biographical</p>
<p>40:13 J: Snakker du med dine venner og familie om trendsales? måske når du har lavet en god handel? Ligsom du fortalte din mor om lagenet du solgte</p> <p>40:32 K: nej jeg snakker ikke så meget med folk om det. Jeg tror der er mange der ikke ved at jeg sælger på trendsales. Jeg tror bare aldrig det er kommet op. Men det torr jeg også har noget at gøre med der hvor jeg studerer. Jeg tror der er mange fysikere som ikke er helt så interesseret i sådan noget. Det er ikke for at sige at der ikke er nogle fysikere... det er ikke for at sige at fysikere er en masse mennesker med højtaljede bukser og butterfly og cykelhjelm og så ved de ikke helt hvad der foregår rundt om dem. Det var i hvert fald nogle af mine egne fordomme inden jeg startede på studiet. Der er faktisk... jeg var virkelig overrasket over de typer der læser fysik. Det er meget kreativt mennesker man møder derude. Det er ikke bare helt firkantede mennesker. Det tænkte jeg nemlig præcis, og tænkte at jeg får nok 2-3 venner derude, som jeg måske kan relatere til, og så må jeg kun ha det faglige med resten. Men der er en fantastisk fysik revy med en masse kreative musiske teater mennesker.</p> <p>42:05 J: hvordan ville du beskrive forskellen til CBS studerende?</p> <p>42:14 K: jeg tror ude på cbs at det handler meget op det professionelle look. Og når man kommer ud på fysik så er det sku lidt lige meget om du dukker op i en plette træje fra IDA, eler om du kommer i det fedeste kluns. Det handler om... der er super meget fællesskab. Det tror jeg ikke der er på CBS. Der er fantastisk sammenhold på fysik. Det er virkelig sådan at man kommer derind, og selv når man ikke har undervisning så sidder vi gerne ude i det der hedder vandrehallen. Alle sidder og laver deres arbejde, og på et tidspunkt støder du jo på øget du ikke kan, men du er altså også velkommen til at snakke med dem fra de andre årgange. Der er ikke en barriere, hvor man ikke må snakke med dem fra 2. eller 3 år. Det er virkelig bare ... alle de snakker med hinanden. Folk vil gerne lære fra sig, fordi det lærer man også meget af.</p>	<p>She doesn't really talk with people about TS. She's not even sure if people knows she has it. She explains that this is maybe because of where she studies. (This implies that she identifies greatly with her study) The type of people there are not very interested in clothing. She was actually surprised by the people who studies physics when she started. There are actually a lot of creative people. But they are just not really interested in "stuff like that".</p> <p>Compared to CBS she thinks that people are more diverse at her physics study. Doesn't matter if people show up in a dirty AIDA hoodie or the coolest outfit. She also loves the community at KU which she doesn't imagine at CBS to the same extent.</p>	<p>TS in her field Her study field</p>

<p>43:28 J: Hvor mange er i på studiet?</p> <p>43:29 K: jeg tror vi er 800 i alt. Men det er alle årgange. På min årgang der startede vi 150, men der har været et frafald. Men jeg ved ikke hvor mange på min årgang. Der er mange der falder fra. Der er et hårdt studie. Men det er også forskelligt. Det er forskellige årsager. Der er nogen der falder fra pga. af noget personligt eller fordi der var noget der ikke hang sammen i forhold til at studere og så kommer de igen. En stjerne såd pige hvis lejlighed brændte ned, som ikke lige kunne overskue at studere mere lige nu. Altså det synes jeg også er en totalt legit undskyldning. Så man kan jo sige at hun er jo faldet fra fra sin årgang og så kommet igen. Der er et lidt mystisk frafald.</p>	<p>She explains a bit about her study and the competition or lack thereof. A lot of people drop out but she justifies many of them by stating that they have other legit excuses and it is not because they cannot handle it.</p> <p>Shows something about her personality, that she values the community feeling rather than the competitive.</p>	<p>habitus / capital</p>
<p>44:35 J: dit forbrug generelt, når det ikke kommer til tøj, sepererer du din plastik og metal etc?</p> <p>44:45 K: JA! (sagt meget stolt) Jeg sorterer affald. Det gør jeg helt sikkert. Som sagt jeg er interesseret i bæredygtighed. Jeg læser også på et studie hvor man får et indblik i det. Men jeg interesserede mig også for det før. Jeg ved ikke om der er mange på mit studie der gør det. Jeg tror de fleste tænker meget på teknologi og med energikilder. Det er ikke det største fokus punkt formig. Men jeg har altid interesseret mig for det brug af grønne natur ressourcer, jeg syned det er ret spændende at efterlade et lille fodaftryk af sig selv. Men jeg tror ikke at jeg er så ekstrem med det. Det er heller ikke bare noget jeg gør en gang imellem. Det er noget der er en aktiv del af min hverdag. Jeg tænker over hvilke produkter jeg bruger, og sørger for at de ikke... i mad og rengøring. Men jeg tror jeg er så ramt af den økonomiske begrænsning, som det er at være studerende. Jeg tjener jo ikke kassen. Det kan godt være at jeg har det godt af min slags af være, men det jo også virkelig sådan... Jeg var nede og snakke og skifte bank for et par år siden og det var lige inden jeg fik studiejob. Jeg sad og gennemgik min økonomi, så sad jeg sådan lidt og kiggede og var sådan "ja når jeg har betalt mine regninger så har jeg 800kr til mad. Så jeg bruger sådan ca 200kr på mad om ugen. En gang imellem bruger jeg lidt mere, og det må du undskylde". Så kiggede hun bare på mig og var sådan "altså jeg har brugt 600 i denne her uge". Og jeg var bare sådan ...hmmmm... så sad man virkelig med en kontrast.</p>	<p>She tells very proudly that she separates her trash and is very interested in sustainability. It is also something which is part of her study. But it also interested her before. She finds it very interesting the impact each of us have on the earth.</p> <p>She would like to be more sustainable in her choices but states that she is limited by her student economy. Tells a story about her bank lady who was surprised by how little she spent on food per week.</p> <p>She seems very proud of not being a big spender. It lies in her field that overconsumption or just consumption in general and spending money is not valued. Goes hand in hand with the fact that her and her friend make their own jewelery.</p>	<p>sustainability values</p>

En helt anden verden. Heldigvis har jeg penge til mad.		
<p>47:10 J: hvor arbejder du så henne?</p> <p>47:11 K: jeg har arbejdet på statens naturhistorieske museum som rundviser, almindelig vært i daglidagene, og børnefødselsdage. Det er mega hyggeligt. Så har jeg taget del i deres seværdigheder. Både på geologisk lige her ovre og på Zoologisk og botanisk have. Det er meget sjovt. Så har jeg lige arbejdet på eksperimentariet i et stykke tid. Jeg har været en del af dem der åbner museerne. Og rundvisninger om aftenen har nogle gange været min opgave og børnefødselsdage i weekenden. Ellers er der også de daglige opgaver såsom at snakke med gæsterne helt almindeligt og vise ting frem. Så har jeg også arbejdet på Niels Bohr instituttets bibliotek, som bibliotikaren (griner). Populært kaldt. Det bedste "pun" i verden. Nu arbejder jeg kun for biblioteket.</p> <p>49:00 J: det lyder som meget tid du har brugt på dit arbejde?</p> <p>49:02 K: jaaa.. det var lidt et uheld at jeg fik 2 jobs. Jeg søgte mange forskellige jobs og så kom jeg ind til forskellige jobsamtaler. Og de 2 arbejdspladser, det var de første som bare var sådan stort set på samme tid sagde "Vi vil ha dig!" og jeg var jo sådan biblioteket det er de sødeste mennesker der arbejder der. Det er jo mit studiets bibliotek så det giver jo god mening at være der inde. Altså de er fucking søde! De er simpelthen de mest taknemmelige mennesker i verden. Sådan hvis man kommer ind og man er sådan "ej jeg har bare sovet helt vildt dårligt i nat" "ej du skal passe på dig selv" "ej skal du måske hjem" "ej jeg har købt noget kage til dig" eller sådan noget. De er så søde. Mens museet bare var sådan noget, jeg har bare altid været helt cild med Zoologiske museum. Selvom det ikke er studierelevant, synes jeg bare det er så fedt. Jeg kan huske, den gang jeg var yeigh high og var inde og se de der kæmpe store hvaler. Ej jeg synes det var så fedt. Så at få lov til at arbejde derinde var bare virkelig fantastisk. Det er da ikke et job som alle har, men det synes jeg bare er helt vildt sjovt at få lov til at være med til.</p>	<p>She works at the Naturhistoriske Museim as a tourguide, host, and for events. And finds it "meget hyggeligt". He has also helped out a lot at the geological museum and at Zoo and the botanical garden. Often with events or just talking with guests. She has also worked at the Niels Bohr library. Where she explains that she loved it cause it was the nicest people who treated her so well.</p>	field

LINE		
Transcription	Meaning Units	Themes
<p>00:12 J: Hvorfor har du skrevet dig op på trendsales? som sælger mest af alt</p> <p>00:21 L: Jeg har jo været sælger derinde i 12 år. Jeg blev medlem i 05. Jeg synes det er sjovt. Det er egentlig derfor. Jeg tror måske jeg får et lille kick når der går en handel igennem og man kan tjene lidt ekstra på det.</p>	<p>Line has been a salesman on TS for 12 years. She thinks it's fun. She gets a little kick when she sells something and it's a good way to earn some extra money.</p>	<p>motivation to join - sales kick</p>
<p>00:49 J: Er det det økonomiske der fanger dig?</p> <p>00:51 L: Ja og så det der med at man kan få skiftet ud i sin garderobe hvis der er noget jeg ikke lige synes er særligt fedt alligevel, så sælger jeg det videre.</p>	<p>She is motivated by the economic aspect but also that she can continuously change her wardrobe.</p>	<p>motivation - changing wardrobe</p>
<p>00:58 J: Hvordan er du normalt som forbruger?</p> <p>01:01 L: ja det er meget ind og ud. Altså, jeg køber noget og så kan blive træt af det efter et stykke tid og så sælger jeg det videre. Og gerne til nogenlunde det samme for det nogle gange. Eller for mere end jeg selv har givet. Det har jeg også flere gange lavet den handel. Køber noget til et lagersalg eller på udsalg. Der er jo også sådan nogle ting der er mere hypet end andre og hvis man lige er lidt heldig og køber de ting så kan man ofte tjene en lille smule på det.</p>	<p>She usually changes her wardrobe quite often.</p> <p>And sells for either same price or sometimes even more.</p> <p>Interesting contrast to Karen who would put the price very low. But she also uses the clothes fully and gets out all the love she can from it.</p>	<p>Pricesetting</p>
<p>01:32 J: køber du nogle gange noget fordi du ved at du vil kunne sælge det igen?</p> <p>01:36 L: Nej jeg går altid med mine ting. Men der er nogle ting som jeg ved at jeg kan sælge videre til minimum det samme som det jeg selv har givet for det. Der går lidt sport i det tror jeg. Det er det jeg føler for mig.</p>	<p>She never buys just to sell again but she does feel like it's kind of like a sport/game for her to see how high she can sell things for.</p> <p>Same type of game/sport realized in the interview with Karen</p>	<p>Pricesetting - as high as possible</p> <p>game metaphor</p>
<p>01:56 J: hvor lang tid har du så været VIP bruger?</p> <p>02:01 L: jeg har været det sådan on and off. Men her det sidste par år har jeg været VIP fordi jeg har mange annoncer derinde. Jeg kan ikke huske hvor mange man kan ha når man ikke er VIP, men der noget om at du kan ikke ha så mange billeder og jeg kan ikke overskue at skulle sende så mange billeder rundt til folk hel tiden.</p>	<p>She has been VIP on and off but lately because she has so many posts because it is practical so you dont have to send pictures to everyone.</p>	<p>VIP motivation - practical/less time consuming</p>
<p>02:17 J: er det normalt i din sociale omgangskreds at man bruger trendsales?</p> <p>02:21 L: ja der er vi.. det er vi meget flittige brugere af. (<i>Hun griner lidt</i>). Mig og min roomie har mange annoncer.</p> <p>02:29 J: Sælger til hinanden nogen gange?</p> <p>02:30 L: nej vi har ikke lige samme smag på det punkt. Så det der er den lidt... anderledes i hvert fald.</p>	<p>In her social netowkr it is very common to use TS and she describes her and her roomie as being very efficient. They however dont sell to each other as they have very different taste in clothes.</p> <p>But in general her and her</p>	<p>Social network/Field - TS (C2C in general) is common</p>

<p>02:39 J: hvad med ellers i din sociale omgangskreds? er det noget i snakker om?</p> <p>02:43 L: Ja det bruger vi faktisk overraskende mycket tid på att snakka om trendsales eller DBA, eller den som heter vestaire collective.. eller ett eller annat.. sådana noget franska hemmabönder som säljer riktiga luksusvaror. Jag har en väninna som köper från och säljer den på trenddales för överpris. Man kan få bra snygga avtal från det.</p>	<p>friends talk a lot about TS, DBA or Vestaire Collective. A french luxury second hand site. She has a friend who uses that and then sells it for overprice on TS.</p> <p>This game is very evident already with Line.</p>	
<p>03:09 J: er det så noget du faktisk tjener godt på?</p> <p>03:13 L: ja nogle gange gør jeg. Altså jeg sælger for omkring et par 1000 om måneden i snit. Nogle måneder sælger jeg selvfølgelig ingenting og andre måneder kan jeg godt komme op og tjene 10.000 nogle gange. Det er også dyre ting jeg har til salg.</p> <p>03:29 J: vælger du specifikt det dyre ting?</p> <p>03:31 L: ja det tror jeg også. Jeg ved det kan ryge videre selv og så en god fortjeneste også.</p> <p>03:37 J: hvad med en gammel tshirt fra HM? ville du sælge den videre?</p> <p>03:40 L: så gider jeg heller ikke bruge besværet på at sætte den til salg, og tage billeder og måle den i det ene og det andet. Hvis jeg ikke kan få meget mere end... jeg har også nogle billige ting derinde men altså jeg vil helst gerne tjene en 500kr eller der op ad. Det er i hvert fald god fortjeneste. Man kan få råd til at købe nogle nye ting så kan man sælge ud.</p>	<p>Line can earn up to 10.000 kr in one month but in average 1000kr. But she also sells expensive things. She chooses only expensive things cause she is sure they will sell. An old t-shirt from H&M is not worth it for her. She wants to get up to 500kr where she gets enough to buy new things.</p>	<p>Profit + Items sold</p>
<p>04:12 J: gør det at du forbruger anderledes?</p> <p>04:18 L: nej altså jeg tror bare at... jeg ved ikke om det er bevist men jeg kan bare bedre si så går jeg lidt efter kvalitetsvarer fordi jeg så ved at hvis jeg bliver træt af det så kan jeg altid få solgt det videre. Og så kan jeg køber noget nyt igennem der.</p> <p>04:36 J: køber du selv ting på trendsales?</p> <p>04:38 L: det er sjældent. Faktisk kun hvis der er noget specifikt jeg leder efter. Og det er måske lidt at modsige mig selv, men jeg synes faktisk at det er en jungle at kigge derinde nogle gange. Der er så mange ting. Og det har jeg bare ikke tålmodighed til. Jo hvis jeg søger sådan noget som saks potts. Der ikke så mange annoncer derinde. Så der kan jeg godt lige overskue at kigge det igennem. Ellers er det mærker jeg søger på men ellers nej.</p>	<p>As a consumer herself she always goes for quality items. Then she is also sure that she can resell it when she gets tired of it. And on TS she only buys things if she knows exactly what she wants like a Saks Potts fur. She usually will look for specific brands.</p> <p>it is clear that she cares about brands. and maybe more about the brand than the emotional attachment to it. Even before having bought something she has considered the possibility that she will get tired of it and stop using it.</p>	<p>consumption habits - quality new things - specific branded used things</p>
<p>05:08 J: hvordan føler du at du selv kommer gennem den der jungle?</p>	<p>She states very confidently (almost as a professional</p>	<p>Use of TS</p>

<p>05:11 L: Jamen jeg gør det at jeg lukker dem ofte og opretter dem på ny og så kommer de forest i køen. Det kan jeg godt finde på at gøre et par gange om måneden. Så nogle gange hjælper det og andre gange så er det det samme. Men så er der måske nogle nye ting der kommer i fokus. Det er meget sjovt at se egentlig hvordan og hvorledes.</p>	<p>statement) that she opens and closes her posts a few times a month as it works better. She thinks it's fun to see how it works.</p>	
<p>05:44 J: Har du en salgsbaggrund?</p> <p>05:45 L: Jo altså jeg er uddannet i butik først og blev så skolelære bagefter. Jeg har arbejdet i butik i 10 år. så jeg har lidt af det der sælger-gen. Jeg synes det er meget sjovt.</p>	<p>She has a salesbackground as she has a storeducation. She thereafter became a school teacher. She describes herself as having the "sales-gene"</p>	<p>Sales background / Habitus</p>
<p>06:00 J: hvad er din bedste oplevelse med en køber?</p> <p>06:03 L: altså var den største fortjeneste?</p> <p>06:06 J: ja det eller også god oplevelse med køberen f.eks.?</p> <p>06:08 L: jeg havde en sjov oplevelse, for ikke længe siden, der havde jeg købt en saks potts pels på trendsales faktisk. Hvr jeg havde gået med den i en uges tid og så var der en der kontaktede mig og gerne ville købe den af mig. Og så tjente jeg 1700kr på det. Hun havde simpelthen bare set at jeg havde købt den og ville så gerne købe den for mere end jeg selv havde givet. Det var meget sjovt. Det var ikke meningen at jeg ville sælge den men altså... jeg synes det var et godt tilbud. Så det var egentlig fint. Det er nok den sjoveste. Men jeg har oplevet mange søde søde købere derinde. Heldivis fordi ellers gad man nok ikke til sidst.</p>	<p>Automatically when asking what her best sales experience was, she assumes i mean the biggest profit. But when saying "yes that or something fun or interesting" she has a story.</p> <p>She had bought a Saks Potts fur on TS. A week after a woman who has seen this on TS contacts her and asks to buy it from her for 1700kr. She explains that she hadnt planned on selling it but thought it was a good offer.</p> <p>Other than that she has mostly just met really nice people.</p> <p>This clearly shows how the game of resale has gotten to her so much that she makes no emotional investments in the clothes she has. For her the game is the important field where she cares about gaining capital. And not just economic capital but cultural capital, for knowing the best ways to sell.</p>	<p>Motivation for sale</p> <p>Items sold</p> <p>Seller-buyer relations</p>
<p>07:05 J: går du meget op i at du får lidt reponse tilbage angående dine salg?</p> <p>07:11 L: jeg handler jo ofte bare privat. Altså så kommer de og hente tingene. Men jo over trendsales... jeg har... hmm.. 4 negative eller 2 mellem og 2 sure.. og der synes jeg da det er underligt at de ikke kontakter mig før de giver mig en sur smiley. Jeg vil jo gerne give dem god service.</p> <p>07:30 J: hvad var de sure smileys begrundet i?</p>	<p>When asked if she likes to get a response after the sales she automatically refers to the rating system. And she is very specific about it being 2 middle angry and only 2 angry. And says right away that she thinks it's weird that they dont contact her.</p> <p>1 story was because the Line Jo</p>	<p>seller-buyer relations</p> <p>item sold</p>

<p>07:32 L: jamen den ene var at hun havde købt en line og jo ørering og hun syntes den var skæv øreringen. Men har ikke skrevet det til mig at hun synes det. Og den anden jeg tror det var noget med.. det var lige da jeg startede tilbage i 07.. at der synes hun forsendelsen var for langsom. Det kan sagtens passe at det har været det. Og så en af de mellem sure.. det var faktisk også en Line og Jo ørering, dem har jeg tydelivs ikke haft særligt meget held med at sælge, men dersynes hun ikke at den var rengjort og det havde hun heller ikke skrevet til mig. Jeg plejer at være meget reel, altså hvis der er noget med tøjet så må de selvfølgelig komme med det. Så får de enten nogle penge tilbage eller også sender de det retur.</p>	<p>earring was crooked. Another was because of the slow shipment. And then another was Line Jo as well because she didn't think it was clean. And finally a pair of sandals which apparently were broken. But she explains that she is usually really fair and says that if there is anything wrong with it when they can return it and get their money back.</p> <p>Her automatic response being about the rating systems makes it very evident that she sees this as a professionel game. and the way she handles her "customers" is also very much like a store.</p>	
<p>08:26 J: skriver du det nromalt hvis der er noget galt med tøjet?</p> <p>08:27 L: Ja ja helt klart. Jeg ville da selv være super ærgelig over at købe noget som der var hul i eller noget galt med.</p> <p>08:36 J: De fleste ting du lægger op er det ting som er i god stand?</p> <p>08:46 L: ja altså jeg lægger ikke ting op som alligevel syger på sidste vers. Det gider jeg ikke. Eller meget nedslidt. Fordi så er det lidt spild af tid. Jeg vil gerne sælge nye ting.</p>	<p>She wants to be as honest as possible with her customers. And anyway, she doesn't post things that "sing on their last verse". (This is such a subjective thing though. Like Karen would probably still see potential in things Line would throw out)</p>	<p>Role as seller / seller-buyer relations item sold</p>
<p>09:09 J: Hvordan gør du brug af kommunikationen og brugen af din trendsales profil? Er det noget du tænker over meget?</p> <p>09:22 L: ej ikke med billede. Det var bare noget jeg havde på facebook. Men teksten der har jeg egentlig bare beskrevet, nu har jeg været bruger derinde i lang tid og sælger også mange ting. Der er rigtig mange købere der falder fra, og der er jeg måske lidt konsekvent og og går ind og anmelder dem for det. Fordi man simpelthen bliver tærr af det tilsidst. Altså jeg har sågar oplevel at jeg sad og ventede på en derhjemme, som bare ikke dukkede op. Og måtte blive væk fra en aftale.. eller ikke blive væk, men jeg kom for sent til en</p>	<p>She doesn't think much about her profile. The picture is just one she had on her facebook. The text describes that she has been there for a long time and how I do my business there. That because she has been there for so long she has become more consequent and reports people. She has tried that she had to sit and wait for hours for a person and was late for her other plans.</p> <p>Again here she, to me and on her TS profile, flaunts her seniority on TS and she thereby has the right to report people.</p>	<p>Role/profile as seller - certain ways to do things - she has been there for long seller-buyer relations</p>

aftale, fordi jeg skulle sidde og vente. Ej altså.. der har jeg godt nok også fået nogle sure beskeder tilbage fordi jeg anmelder dem.		
<p>10:14 J: Hvad er så din bedste oplevelse du har haft?</p> <p>10:21 L: jamen jeg har haft mange. Jeg kan faktisk ikke helt. Jeg har virkelig haft mange. Det kan jeg faktisk ikke helt huske. Der var ikke en hvor jeg var sådan "den var virkelig god". Jeg har været rigtig heldig, de har været rigtig søde mange af dem. Og der er mange.. Jeg kan godt si det er god stil når man sender det så skriver de til en at den er bare super fin og tak for handelen.. eller et eller andet. Det er bare rart.</p>	<p>She doesn't remember one specific sale which has been particularly good. They have just all been good. And all very sweet. She likes when they write "thank you for the exchange"</p> <p>Contrary to Karen, Line likes to be complimented on the trade action, whereas, Karen focused on the positive experience in the buyers satisfaction with the product. Which makes sense as Karen in general invests more personality into the clothes than Line, who identifies herself more with the trade as an act.</p>	<p>Seller-buyer relations</p> <ul style="list-style-type: none"> - she doesn't really remember one from the other - likes to get feedback though
<p>10:45 J: Prøver du at få venner og familie til at bruge trendsales?</p> <p>10:52 L: min lille søster er begyndt at bruge det fordi jeg bruger det. Eller jeg hjalp hende og så solgte jeg nogle af hendes ting, og så kunne hun se at det gik rimeligt nemt og så har hun selv oprettet sig derinde. Og så er hun ikke blevet ligeså flittig som jeg er, men også flittig derinde.</p> <p>11:09 J: hvad er det hun synes er fedt ved det?</p> <p>11:11 L: Jeg tror hun synes bare det er fedt at hun kan få nogle penge for sine gamle ting. Som hun alligevel ikke bruger. Og så bruge det på noget nyt eller på ferie eller hvad hun nu har lyst til.</p>	<p>Her littlesister uses TS because of her. Line had sold some of her sister's things which made her interested in it. But she's not as diligent as her. But she likes that she can get money for something she doesn't use and then instead use it for a vacation or whichever.</p> <p>The fact that Line feels the need to state that her sister is not as "flittig" as her and the use of the specific word, shows that she really takes this serious</p>	<p>items sold</p> <ul style="list-style-type: none"> - even her sisters things <p>use of TS</p>
<p>11:23 J: har du ellers meget tøj der bare ligger derhjemme?</p> <p>11:26 L: nej det har jeg nemlig overhovedet ikke. Det er meget skrabet hvad jeg har. Det ryger også ind og ud hele tiden. Hvis jeg ikke vil ha det så ryger det ud igen så det ikke roder.</p> <p>11:35 J: er sådan generelt dit hjem ser ud?</p> <p>11:40 L: ja jo jeg sælger ud hvis jeg ikke bruger ting. Jeg er enormt god til at rydde op.</p>	<p>At home she barely has any clothes. Its very "skrabet". It goes out and in all the time. She's very good at cleaning.</p>	<p>consumption habits/simple living</p> <ul style="list-style-type: none"> - very limited amount and clean/simple
<p>11:55 J: hvordan er dit forbrug ellers ud over tøj? i forhold til plastik og mad osv.?</p> <p>11:59 L: nu arbejder jeg på en skole som gerne vil være en grøn skole. Så der øver vi os på</p>	<p>When it comes to "green consumption" she doesn't really care too much about it. Her school, where she works, wants to be more green but its not something she care too much about. She says shes too lazy.</p>	<p>sustainable/environmental awareness</p> <ul style="list-style-type: none"> - at a low <p>Field / her work</p>

<p>sorteringen. Men det som sådan ikke noget jeg går meget op i.</p> <p>12:17 J: Så der er ikke noget af det miljøvenlige på trendsales som taler til dig?</p> <p>12:22 L: altså jooo.. jeg har ikke mange.. nej ikke med mad overhovedet. Der er jeg nok bare lidt for doven. Det har desværre slet ikke smittet af mere. Jeg bruger det jeg har.</p>	<p>This implies that the school doesnt have a big impact on her definition of capital in her everyday field. But is a seperate field of its own. This is also evident with the little she mentions it.</p>	
<p>12:34 J: Hvad så med tøj som du ikke sælger på trendsales?</p> <p>12:42 L: Nogle gange giver jeg det til min søster for hun har meget samme stil som mig, eller også smider jeg det ud til sidst. Men der er så fordi der er noget der er gammelt og hullet. Altså jeg er heller ikke en der køber bare for at købe. Og så har det der hjemme og glemmer at jeg har det. Altså så enten returnerer jeg det eller... Jeg tror det er den mest sparsommelige side af mig der er fremme i Trendsales end der er en miljøvenlig side. Helt sikkert.</p>	<p>The stuff she doesnt sell she may give to her sister or just throw it out. But she also dont have much she doesnt use. She only buys to use it and if she regrets then she returns it or sells it. It is more her frugal side than her environmental side which comes out in TS.</p>	<p>TS/resale vs. Give-away or trash consumption habits/living simple</p>
<p>13:09 J: Påvirker det dig når du har ubrugt tøj hængende derhjemme?</p> <p>13:31 L: nej men jeg tror at det 1. er det fordi jeg synes det er super sjovt at være på trendsales og synes det er sjovt at sælge. Men nogle gange gør jeg det også bare for at se om jeg kan. Altså kan jeg få det her stykke tøj solgt.</p>	<p>It doesnt really effect her to have unused clothes at home. But she just likes to try to see what she can sell.</p>	<p>motivation to sale/TS - sales gene</p>
<p>13:48 J: Er der nogle ting du har solgt som du har fortrudt efterfølgende?</p> <p>13:51 L: Ja der er mange ting hvor jeg nok er lidt for hurtig til det. Det har er været et par gange. Hvor jeg har fået solgt noget nok lidt for stærkt. Jamen f.eks. en isabel marant tshirt som jeg bare vare vildt ærgerlig over at jeg solgte. Jeg har prøvet at lede efter den efterfølgende men kan slet ikke finde den nogle steder. Og jeg ville endda være villig til at betale mere end jeg solgte den for.</p> <p>14:20 J: hvad var det du savnede ved den tshirt?</p> <p>14:22 L: det ved jeg ikke. Jeg havde den bare ikke i så lang tid. Og så nogle gange er jeg lidt for hurtig. Der burde jeg lige tænke ok det kan jo være du får brug for den. Men så ryger den tit bare videre. Jeg tager også mig selv i at kigge i mit garderobeskab flere gange om der ikke er et eller andet som jeg godt kunen prøve at sælge på trendsales.</p>	<p>She has regretted it a few times she has sold something. Sometimes it maybe goes a bit too fast. For example an isabel marant t-shirt. Which she afterwards tried to find other places but hasn't been able to.</p> <p>She catches herself looking into her closet once in a while just to see if there possibly could be something to sell.</p>	<p>item sold vs. Motivation to sell - regretted sale</p>

<p>14:48 J: er det så også kommunikationen derinde eller kan den godt blive lidt for langtrukken?</p> <p>14:52 L: det synes jeg godt kan blive for langtrukket. Men det er også virkleig fordi man har oplevet nogen der ja.. der går det.. der vil de ha målt alt muligt mærkeligt. Og så svarer de ikke en tilsidst. Og der synes jeg bare det er sådan lidt. Jeg kan godt li lige at få en respons tilbage og særligt når det er jeg går ind og måler og tager billeder. Lidt pleaser dem og så hører man ikke noget fra dem tilsidst. Så blir man sådan lidt... nå ok..</p> <p>15:23 J: Tror du de fleste sælgere har den samme følelse?</p> <p>15:28 L: nu har jeg en roomie der bruger det lig så meget som mig og hun spurgte mig her den anden da "jeg skal lige ind og melde et par stykker på trendsales fordi de har brandt mig af." Det er nok hver anden der brænder en af.</p>	<p>Nogle gange bliver snakken lidt for langtrukken inde på TS hvor køberen vil ha al mulig information og tilsidst ikke svarer. She emphasizes by saying that her roomie feels the same and also spends time reporting it to TS.</p> <p>Like Karen it is a matter of respect. When you have invested time in the sale and then dont respond.</p>	<p>seller-buyer relation/communication - reporting of buyers to TS</p>
<p>16:03 J: har du på noget tidspunkt overvejet om du skulle stoppe det?</p> <p>16:05 L: aldrig tror jeg. Altså nogle gange tænker jeg at nu må jeg pgså prøve at købe noget hvor jeg faktisk beholder det. Altså hvor det bliver en del af min garderobe. Altså jeg tror ikke jeg har noget i min der er mere end et år eller 2 år gammelt. Jeg har lige solgt en kjole for en måned siden som jeg havde i siden 08. Det var det stykke tøj jeg havde haft i længst tid.</p> <p>16:32 J: er det fordi du skifter stil eller?</p> <p>16:35 L: eeejj.. jo.. det ved jeg ikke helt.. altså så går jeg meget i sort og så vil jeg gerne gå i farver og så går jeg tilbage til det sorte og så... ja det er lidt forskelligt.</p> <p>16:55 J: det er jo meget passende til Trendsales.</p> <p>16:55 L: ja det er jo lidt køb-smid væk eller købsælg vider er det jo bare. Så går det ikke bare til spilde. Jeg synes virkelig at det er sjovt. Så længe jeg synes det er sjovt så vil jeg gerne blive ved.</p>	<p>She has never considered stopping TS but she tries to tell herself that she should buy something that she will actually keep and make a part of her wardrobe. She doesn't have anything which is more than 1 or 2 years old.</p> <p>Det er ikke fordi hun skifter drastisk stil. Hun går mest i sort, grå og hvidt men nogle gange i lidt farver og så tilbage til de sorte.</p> <p>She just thinks it's fun to have this buy-sell relation where the clothes also don't go to waste. And as long as she enjoys it she will continue.</p>	<p>consumption habits motivation to sell - sales gene</p>

<p>17:15 J: hvad med din roomate, hvorfor bruger hun tid på trendsales?</p>	<p>Her roomie on the other hand does it because she has so crazy much clothes. Said in a slightly judgemental tone. She hasn't been there for as long as Line but almost as "garvet". But she buys more and cheaper. And therefore has more posts on TS.</p>	
<p>17:18 L: det er fordi hun har så absurd meget tøj, at det er lige til at ... hold da op.</p> <p>17:22 J: Har hun også været i gang i ligeså lang tid som dig.</p> <p>17:25 L: nej det tror jeg ikke hun har men det ved jeg faktisk ikke. Men hun er også ret garvet derinde. også ligesom jeg selv er. Men vi har helt forskellige købsmønstrer, sådan hvis man, på den måde vi shopper. Hun køber rigtig meget, mange ting, mange billigere ting. Hvor jeg går mere efter specifikke kvalitets ting. Jeg tror hun talte, hun har lige ryddet op og oprettet en masse annoncer og nu har hun 107 og jeg har 18.</p> <p>18:03 J: Er hendes købere så anderledes end dem du har?</p> <p>18:12 L: Nej der er lige mange der springer fra eller lige mange.. der er selvfælgelig mange flere der skriver på hendes annoncer fordi det jo er billigere ting.</p> <p>18:20 J: Hvad med typen af købere?</p> <p>18:26 L: Nej, det synes jeg ikke. Det er sådan meget forskelligt. Hvem der lige dukker op. Altstå nu ser jeg jo mange af dem fordi de kommer og køber hjemme hos mig. Det er meget sjovt at se hvem det er der egentlig dukker op.</p>	<p>When asked if her roomie's buyers are different she responds that no they bail just as often. But ofcourse more people write on her posts since it is cheaper.</p> <p>Interesting to see how Line has really branded her TS profile as a luxury profile. And here again it is evident that it is not about any personal relations but professional relations.</p> <p>The fact that she has less clothes maybe also makes her clothes seem more exclusive, both on TS having less posts but also at home. And it makes her seem as a more thoughtful/calculated consumer. Like she stated earlier, she is a frugal character or smart about her money. She doesnt just buy left and right. Yet she actually does but TS allows her to do so, yet still appear frugal with no overload of things at home.</p>	<p>consumption habits - slightly judgemental towards her roomie with so much clothes</p> <p>Use of TS - experienced user</p>
<p>18:43 J: kan det være mærkeligt nogle gange bare at lukke helt fremmede ind i dit hjem?</p> <p>18:47 L: jo det er det egentlig. Der var også en som sagde til mig på et tidspunkt, at hvad hvis det er en eller anden en som dukker op? Jamen det ved jeg ikke. Det kan jeg jo altså ikke.. jo det er lidt spøjst nogle gange. Men det.. jeg kan godt forstå det. jeg vil hellere ha at de kommer og prøver det end at altså.. det er jo dyre ting. Jeg kan godt forstå at man ikke giver 2000kr for en bluse man ikke har prøvet. Det forstår jeg udemærket godt. Og så vil jeg egentlig heller bare ha at de gør det. Så blir de glade og så får jeg pengene med det samme.</p> <p>19:29 J: hvad med at give dem råd til hvordan de skal bruge tingene?</p>	<p>She does, however, find it interesting who shows up at her door. She finds it a bit weird but understands that when people buy something for 2000kr they would like to try it on. And then she gets the money straight away.</p> <p>But she never really gives advice to people about the clothes. She tries not to meddle too much.</p> <p>It can be a bit awkward she says. Someone gave her a hug at somepoint leaving, which she</p>	<p>Seller-buyer relations item sold/relation</p>

<p>19:32 L: nej det gør jeg faktisk sjældent. Jeg fortæller hvordan jeg selv har gået med det. Det spørger de om nogle gange. Men ellers ikke. Jeg blander mig egentlig ikke i det når de står og prøver det. Der lader jeg dem egentlig bare selv om det. Så har de stået ude på toilettet og så sidder jeg bare og venter lidt (<i>Griner akavet</i>). Det er lidt akavet. Altså jeg synes aldrig det er rart at det står en helt fremmed en.</p> <p>20:07 J: der er ikke nogle af dem der blir i længere tid eller overtræder nogle af dine grænser?</p> <p>20:09 L: nej altså der var en som gav mig et kram. Det synes jeg var lidt grænseoverskridende. Men altså... det er ikke normalt. Altso jeg kende jo ikke folk. Så det er sådan lidt. Det kunne jeg mærke på mig selv at det synes jeg var lidt for meget. Hun var skide sød, der var ikke noget der. Men ja de er ofte super søde.</p>	<p>found really weird and too much.</p> <p>Again transaction talk and not personal. She keeps the distance to the buyer. Letting people try on clothes is clearly purely for practical reasons and not to be "nice".</p>	
<p>20:35 J: Plejer du at være med i loppemarkeder med din egen stand?</p> <p>20:43 L: Jeg har været på loppemarked før. Men jeg har ikke nok tøj til FindersKeepers eller sådan noget. Det har jeg simpelthen ikke nok til. Jeg var på et inde i studenterhuset. Men det gider jeg ikke sådan noget igen. Der er de jo super nærrige. Og det forstår jeg godt det er jo studenter huset. Men der kunne man ikke rigtig få noget ud af sit tøj. Der har jeg lidt for dyre ting til at være, men har alligevel ikke nok til at være med til de gode loppemarkeder.</p>	<p>She has appeared at a fleamarket once, but at studenterhuset which clearly did not fit her clothes. People were not willing to pay what she wanted. And FindersKeepers she doesnt have enough for. She doesnt have enough for the "good fleamarkets"</p>	<p>TS vs. Fleamarket</p>
<p>21:18 J: hvad med DBA?</p> <p>21:19 L: jo men det er egentlig mest møbler. Der sælger jeg også nogle ting en gang imellem. Men overhovedet ikke til tøj. Jeg har brugt det til et par tasker. Sælger store tasker.</p> <p>21:33 J: hvordan føler du ts er anderledes?</p> <p>21:36 L: det er meget nemmere at bruge trendsales and komme af med ting.. eller med tøj. Jeg har størrer held med møbler på DBA. Men jeg tror det er mest kvinder der sidder på trendsales hvor møbler også kan være til mænd og til ældre.</p>	<p>She doesnt sell clothes on DBA only furniture and a few big bags.</p> <p>It's easier to use TS, or shes been more lucky on TS cause there are probably more women and on DBA more men and older people.</p>	<p>TS vs. DBA</p>
<p>21:58 J: er det normalt ældre eller yngre kvinder som køber dit tøj?</p> <p>22:04 L: Det er yngre kvinder for det meste. 20erne og 30erne vil jeg skyde på.. der er også nogle helt unge piger nogle gange. Jeg har også oplevet at der var en der havde sin mor med.</p>	<p>It is usually young girls from their 20's to 30s who buy her clothes.</p>	<p>seller-buyer relation / Buyer profile</p>
<p>22:27 J: kunne du overveje at åbne din egen 2nd hand butik hvor det jo så ikke kun er dit eget?</p>	<p>If she was to stand in a shop again thn it would definitely be</p>	<p>Habitus/capital - sales gene</p>

<p>22:31 L: jaa.. neej.. det ved jeg ikke rigtig. Det tror jeg ikke nej. Jeg synes jo det er super sjovt. Så hvis jeg skulle ud og stå i butik igen så skulle det da helt sikkert være min egen butik. Helt sikkert. Jeg skal ikke under andre.</p> <p>22:53 J: ved du hvad det er der fanger dig ved salg?</p> <p>22:57 L: nej jeg kan ikke helt.. jeg tror bare.. at når de blir glade og vi får alle sammen noget ud af det. Så tror jeg at jeg synes det er fedt. Jeg besluttede mig, for jeg tænkte faktisk godt over at nu må da snart være flrdig med trendsales men så længe jeg synes det er sjovt.</p>	<p>her own store. She likes, about sales, that when the customer is satisfied then she is happy as well. And as long as she gets this feeling from TS, she will continue.</p>	
<p>23:17 J: det er ikke noget du synes du investerer for meget tid i?</p> <p>23:18 L: overhovedet ikke! Slet ikke!</p> <p>23:20 J: hvor meget tid bruger du?</p> <p>23:23 L: ej jeg bruger nok lidt for meget. Jeg er ofte inde og tjekke om der er nogen der har skrevet men jeg synes ikke det tager for meget af min tid. Flere gange om dagen. Men så kigger jeg også selv om der er et eller andet jeg kunne bruge. og lige falder over et eller andet. Hvis der er noget specifikt jeg leder efter så bruger jeg faktisk lang tid.</p> <p>23:49 J: du bruger ikke trendsales bare til at scrollle og få inspiration?</p> <p>23:50 L: ej det gider jeg ikke. Det orker jeg ikke.</p>	<p>Her immediate thought is that of course she doesn't at all spend too much time on TS. But at second thought she starts hesitating. And as a buyer she can spend a long time as well if she is looking for something specific. But she can't bother just scrolling for inspiration.</p>	
<p>24:32 J: Pengene du tjener på trendsales er det noget du sparer op?</p> <p>24:38 L: ja altså.. for det meste så er det bare nogen jeg prøver at sætte ind på en opsparring hvis jeg sælger for store beløb. Men altså de der småbeløb som 2-300 kr det blir bare ind på løn konto og så ryger de bare med i det daglige forbrug. Jeg kan jo godt regne ud når min mobilepay er ved at blive brugt op. Det blev den sidste år, så har jeg jo virkelig handlet for rigtig mange penge.</p> <p>25:16 J: men du inkluderer ikke hvor meget du har købt for?</p> <p>25:16 L: nej overhovedet ikke. Det gør jeg ikke. Jo hvis jeg skal på ferie så sparer jeg op. Det jeg så sælger ryger så derind. Men jeg regner ikke på det. Det er jeg faktisk lidt for doven til. Altså jeg kan finde på at så har jeg skyldt mine forældre nogle penge, så får min mor lidt ekstra den måned, hvis jeg har solgt et eller andet. Så kan jeg finde på at gøre det på den måde, og så betaler jeg lidt ekstra af. Det kan jeg godt finde på.</p>	<p>She usually tries to put the money from TS into a savings account. But the small amounts like 2-300kr just goes into her normal account and are spent normally. But she doesn't at all include how much she has actually bought for of new things.</p> <p>But once in a while she will give the money to her parents whom she has borrowed some money from.</p>	<p>Profit use</p>

<p>25:57 J: kunen du nogensinde finde på at sælge en gave?</p> <p>26:05 L: nej det har jeg faktisk ikke gjort mig i. Nej det synes jeg måske er lidt.. ej det ved jeg ikke. Så vil jeg heller gå ind og bytte det. Det gør jeg ikke.</p>	<p>She would never sell a present. She would rather go in and exchange it at the store.</p> <p>Interesting how she would never sell a present probably cause she identifies TS as a sales place and the emotions invested in the item would not be outweighed by what is gained through TS. Whereas Karen she sees it very much as a social exchange and the social respect/recognition from the buyer therefore outweighs the social/emotional investment in the item.</p>	<p>item sold depending on Motivation to sell - social exchange or "cold trade"</p>
<p>Jeg er sikkert også en af de der helt regel ryttre, sure kvinder derinde engang imellem. Jeg ved hvordan man gör det. Jeg kan jo heller ikke.. altså hvis der er nogen der byder kan jeg jo ikke tage imod hvid der så er en der byder højere efter så kan jeg jo ikke bare skifte til hende. Altså et bud er et bud. Når jeg har sagt go for det, så er det det der gælder.</p>	<p>She describes herself as one of those angry women obsessed with the rules sometimes. "I know how to do it". A bid is a bid.</p>	<p>Use of TS - experienced user</p>
<p>27:05 J: føler du der er en trendsales kultur blandt sælgere?</p> <p>27:09 L: altså jeg synes godt man kan mærke hvem der er garvede sælgere og hvem der er helt nye derinde. Som bare byder og så hører man ikke mere. Og når man så anmelder dem så får man en eller anden sviner tilbage over privat besked. "Jeg er et dårligt menneske" "Jeg skulle tænke på andre" Det er helt forfærdelig hvor meget folk kan gå op i det. Jeg holder mig bare til reglerne. Og så får man bare sådan en.. jeg fik engang en hvor det var hendes far der havde været syg og det var derfor hun ikke havde kontaktet mig. Og så et eller andet og nogle grimme ord. Og jeg bare var et dårligt menneske. Og så skrev jeg bare at jeg kunen jo se du var online på tredsales. HVordan kunne jeg vide at din far havde været syg. Det var jeg da frygtelig ked af. Ej men det var hendes kollegaer der havde været inde på hendes profil. Altså hvis man gider ud i sådan en løgn, altså sådan en historie. Så kan du ligeså godt droppe det. Hvis din far virkelig var syg så ville du nok også være ligeglæd med om du fik en sur smiley. Der er jeg nok lidt regelrytter. Jeg tager også gerne diskussionen med dem engang imellem hvis jeg er humør til det.</p> <p>28:56 L: jeg blander mig overhovedet ikke i andres men altså hvis der er nogen der skriver en decideret modbydelig besked til mig så kan jeg</p>	<p>when asked if she thinks there is a certain culture amongst the TS salesmen she responds that you can definitely see a difference between the experienced and the not experienced users. Tells a story about a buyer who made up excuses about her father being sick and therefore did not respond. Where Line says that "she just sticks to the rules" and will gladly take the discussion if she has the time. She tries not to make a big deal out of it but if someone writes a horrible message to her, she will sometimes write a less mature message back. But also other sellers are often unprofessional and don't answer buyer bids. "Then why do they even have the post?"</p> <p>Also buyers sometimes complain about the price or the state it is in. But no one forces them to buy it. She thinks that people are often too cheap.</p>	<p>Use of TS - experienced user - taking the site serious seller-buyer relation - respect and reporting</p>

	<p>godt finde på at svare tilbage. Også med et til tider ikke særligt voksent svar.</p> <p>29:19 L: jeg ser det som en hobby. Helt sikkert. Jeg gør det kun fordi jeg synes det er sjovt. og den dag eg ikke synes det er spændende mere så gider jeg ikke mere. Jeg synes også at nu når man sælger derinde. Man kan jo gå ind.. hvis man selv går ind som køber og sælger så bare ikke svarer hvorfor har du det så til salg. Hvis man har noget til salg så skal man vel også give lyd fra sig.</p> <p>29:51 J: synes du der er nogen som lidt ødelægger den kultur der er inde på trendsales?</p> <p>29:54 L: ja og jeg synes også der er mange der blander dig i hvad sælger har udbudt det til. Eller skriver at den er da i dårligere stand ud fra billeder. Den er da slet ikke det værd. Det synes jeg man skal blande sig uden om. Der er ikke nogen som tvinger dig til at købe noget derinde. Man siger jo selv ja til det. Så hvis man ikke vil gi den pris som sælger har sagt så må man jo bare lade være med at skrive. Der synes jeg godt folk kan blive lidt irriterende. Jeg tror ofte folk er for nærrige. Folk vil gerne købe det med vil ikke give den pris det er udbudt til. Og så prøver man at finde en eller anden fejl.</p>	
30:36 J: har du selv en måde du prissætter ting?	The way she prices the things is usually based on the price she bought it for. She would like to get as close as possible to the "new price". And then she usually writes it 100kr above because she knows that people will bid below. But if something has been up for a long time, then it falls a lot in price.	price setting
30:40 L: altså jeg ser.. hvis det er noget.. jeg ved jo selvfølgelig hvad jeg selv har givet for det og ved nogen lunde hvad jeg gerne vil ha. Jeg har altid en ide om hvad jeg gerne vil ha for det når jeg sætter det til salg. og så plejer jeg at sætte det et par 100kr over fordi jeg ved at folk altid byder under. Det gør jeg jo også altid selv. Det er bare sådan det er. Det ved man godt. Men det kommer også an på, hvis det er noget der har været derinde i lag tid og jeg virkelig har prøvet at komme af med det så blir det solgt ultra billigt.	it is interesting to see how many of the respondents set down the price if it has not been sold for some time. The item loses value. Probably because the item has slowly become more distant to the seller, they have already decided to give it up a long time ago, plus if no one shows interest it but imply that it is not worth much.	
31:20 J: har du nogen sinde taget noget af som du ikke får solgt og så bare smidt det ud efterfølgende?	Sometimes she takes off things from TS and just throws it out but it is usually boring things	item sold vs. Motivation to sell - regretted sale

<p>31:25 L: ja det har jeg et par gange. Så har det været nogle lidt kedelige ting alligevel. Nogle gange, jeg kan også godt finde på selvom det er til salg og så bliver jeg så glad for det nogle gange og så tager jeg det af trendsales. Og så ryger det måske på igen og det er måske sådan lidt op og ned. Så kan jeg godt lige pludselig begynde at gå med det igen og finde noget kærlighed for det igen, og så tager jeg det måske af trendsales og så går jeg med det i en rum tid og så kan jeg så finde på at sætte det på igen.</p> <p>31:59 J: er det nogle gange efter folk har været inde og byde?</p> <p>32:01 L: Nej, så er det fordi den bare har stået. Hvis der kommer et decideret bud så sælger jeg også. Jeg tror kun der er en gang hvor jeg fik et bud på en nederdel som jeg virkelig fortrød og så måtte jeg skrive til hende at jeg havde fortrudt. Og det var hun heller ikke glad for. Det kan jeg også godt forstå. Jeg har så efter noget tid solgt den. Men jeg gik faktisk med den lige bagefter. Det er også kun sket en gang. Det er lidt dårlig stil at sætte noget til salg som man så alligevel ikke rigtig vil sælge.</p>	<p>then (here there is 2 points to make: 1: the more attached she feels to an item the more effort she gives it to sell it or give it off to other people, and 2. when things do not get sold they may automatically seem more "boring").</p> <p>sometimes she starts liking something again after she has put it up for sale. Then she takes it down and uses it again and then puts it up for sale later. (interesting to see that the loss of the clothes is kind of put to the test when it is uploaded and buyer can test/feel whether they really want to sell it. Plus it may suddenly seem more valuable when it is up for sale and especially when others start showing interest in it.</p> <p>But if someone makes an actual bid then that is what matters. Only one time she has experience that she had to say no to a bid because she suddenly realized that she really didn't want to sell the skirt. But she knows this was wrong and call it "bad style" to act like that.</p>	
<p>33:30 J: er der mange i din omgangskreds som er lærer eller arbejde inde for samme område?</p> <p>33:35 L: Nej faktisk ikke. Jeg har selvfølgelig lært folk at kende gennem læreseminariet. Ellers er der ikke nogen af mine gamle veninder som er lærer. De er sygeplejesker, læser på KEA, CBS... ingeniører.. meget blandet faktisk.</p>	<p>Her whole social network is very diverse but not too many from her work or with same work/study background. This supports the previous statements about her work not being a defining field for the definition of capital.</p>	Field/habitus
<p>34:56 J: har du en sjov historie eller en kommentar omkring trendsales du gerne vil dele?</p> <p>35:04 L: hmm nej det har jeg ikke. Det tror jeg ikke jeg har. Nej andet end at hvis man kan få det så skal man bare ha tålmodighed til det. virkelig meget tålmodighed med det.</p> <p>35:24 J: Hvis du kunne gi trendsales nogle gode råd?</p>	<p>Again she states that if you enjoy it (selling on TS) then you continue doing it.</p> <p>But if she could give TS some advice it would be to be more strict and somehow get rid of the unserious buyers and sellers</p>	<p>Use of TS - experienced user - taking the site serious seller-buyer relation - respocto and reporting C2C community</p>

<p>35:26 L: Altså jeg synes personligt at så skulle de mere strikse derinde. Sådan at man får fjernet useriøse bud eller useriøse sælgere der ikke vender tilbage. Jeg ved de er meget over sådan noget med kopivarer. Det er jo også helt fair, for det er jo også svært at se hvad der er kopi og hvad der ikke er kopi. Eller måske gå annoncerne igennem for hårde toner. Det er jo et sted der skal være rart og hyggeligt. Det er ikke altid særlig hyggeligt når man får sådan nogle sure svar.</p> <p>36:07 J: er der ellers nogle ting du kunne tænke dig at ændre ved Trendsales?</p> <p>36:20 L: ja det der butik noget... ja det synes jeg faktisk er super irriterende at der er det derinde. Det bryder jeg mig ikke om. Fair nok at folk har en lille forretning hvor de laver hvad ved jeg øreringe eller et eller andet. Men der er jo butikker, decideret butikker, som har profiler derinde hvor man jo ikke kan byde. Og det trendsales jo går ud på det er at byde. Så det synes jeg ikke er passende... eller jeg er i hvert fald aldrig inde på den site. Altså Trendsales er jo sådan lidt en handel hvor man byder og det synes vi er sjovt og når det så er butikker så ødelægger det det lidt. Jeg forstår det slet ikke. Jeg tænker det er fordi at Trendsales jo skal tjene på et eller andet. Men det ødelægger det lidt for de andre der er derinde. Jeg synes det er sjovere når det er private kunder.</p>	<p>who dont respond. Or look more for harsh tones and do something about that. "it's supposed to be a nice and cosy place to be".</p>	<p>Also the paid posts she doesn't like. Fair enough if a woman sells her homemade earrings. But these are actual stores where you can't bid. And that is not what TS is about. TS is a place where you can bid and "we" think that is fun. (interesting to see that she uses the word "we" as suddenly it is all of TS members together as a community, who all have a passion for C2C trade)</p>
<p>37:42 J: alder?</p> <p>37:42 L: 27 og lærer og arbejdet som sælger.</p>	<p>she is 27, teacher and worked and educated as a salesman</p>	<p>biographical</p>
<p>37:56 J: det er meget interessant at høre om at du har været en del af det i så lang tid.</p> <p>37:57 L: ja men det er også frygtelig lang tid egentlig. Det er måske lidt for lang tid. Men jeg synes jo det er sjovt. Jeg tænker også over hvad det er der gør jeg synes det er så sjovt. Fordi min roomie hun er sådan "ej så havde hun virkelig fået mange besvarelser". Og jeg synes bare det er mega sjovt at få svar på mine annoncer. Og det er lige før nogle gange at jeg har overtaget hendes trendsales og svaret for hende. Sælge ud af hendes ting. Det er det der sælger-gen jeg ikke helt kan lægge fra mig, og jeg synes det er meget sjovt. Det er ikke et arbejde, det er bare en hobby, og jeg kan bare stoppe hvis jeg ikke har lyst til det mere. Men jeg tror det er det.</p> <p>40:07 L: 68kr for en VIP det er i og for sig ikke særlig mange penge. Men hvis du ikke bruger den så bliver det altså mange penge på et år. For man lægger ikke mærke til at 50kr lige bliver hapset fra din konto.</p>	<p>She again explains that she really has been part of it for a long time but she really enjoys it. To the extent where she even has taken over her roomie's account sometimes. Again refers to her sales-gene. But it is not a job it's a hobby and she can stop whenever she wants.</p>	<p>motivation to join - sales kick</p>
	<p>Finally she explains that 68kr a month is not much, and you don't notice it. But when it is every month it adds up. So when she doesn't have much to sell, she had closed her VIP membership.</p>	

40:32 L: i en periode hvor jeg ikke har så meget tøj så afmelder jeg mig faktisk også VIP og så melder jeg mig til igen når jeg har tøj igen.

TINA		
Transcription	Meaning Units	Themes
<p>00:02 J: hvad arbejder du med?</p> <p>00:06 T: Spedition... Speditør.. såå det er det jeg laver</p> <p>00:22 J: hvor henne?</p> <p>00:23 T: i hvedehusene.. stort firma.. haha</p>	<p>She works with spedition at Hedehusene. "Big firm".</p>	<p>Biographical</p>
<p>00:33 J: super fedt at du kune hjælpe mig</p> <p>00:36 T: jaa hvad går det egentlig ud på?</p> <p>00:38 J: jeg har valgt at skrive om Trendsales og VIP kunder og hvad deres oplevelser er med det. Så for at finde ud af det ska jeg så snakke med nogle brugere.</p> <p>00:51 T: Bruger du det selv?</p> <p>00:53 J: Nej det gør jeg faktisk ikke. Og det er næsten derfor jeg synes det er endnu mere interessant. Fordi jeg ikke er blevet fanget af det, og selv har masser af ting der ligger derhjemme, og jeg kunne da sikkert få noget godt ud af det. Men jeg bruger det ikke. Så hvad der det så der fanger folk?</p> <p>01:11 T: ja men du må bare spørge, så skal jeg prøve at svare så godt jeg kan.</p>	<p>She asks into the project and whether I use TS myself and says that she will respond as well as possible.</p>	
<p>01:14 J: hvor lang tid har du været medlem?</p> <p>01:18 T: jamen jeg tænkte faktisk lige over det og jeg mener at det var i.... hmm.. det er nok 7 år siden tror jeg.. Så det er alligevel øhh.. ja</p> <p>01:26 J: som trendsales medlem eller som VIP?</p> <p>01:29 T: som medlem men også som VIP. For der fandt jeg ud af at, var det et eller andet jeg skulle sælge. Jeg kan ikke huske om det var et par gucci solbriller eller sådan noget. Og så fordi at det var et dyrt mærke skulle man ditten og datten, og det var møgbesværligt, så jeg oprettede mig bare som VIP. Og det gør så også at ens annoncer, jeg tror nok, at hvis man ikke er VIP - nu kan jeg jo ikke huske hvordan det er - men jeg mener at hvis man ikke er VIP så forsvinder de efter en måned og så skal man ind og genoprette. Hvor mine de bliver liggende, men jeg skal stadigvæk ind og ikke nødvendigvis genoprette dem men altså det gør jeg så fordi eller ryger de langt bag i køen. Men hvis du ikke er VIP så mener jeg at de forsvinder helt efter en måned og så skal man ind og lave det hele</p>	<p>She signed up for TS and also at the same time as VIP member 7 years ago, because she was selling a pair of Gucci sunglasses. It seemed easier with VIP when she was selling something expensive, plus her posts can be re-uploaded and they therefore dont end up in the back of the line. And she had quite a lot of things at that point so it was the easiest way.</p>	<p>Motivation to join TS and VIP</p> <p>Item sold</p>

forfra igen. Og jeg havde rimelig meget til salg.
Så det var bare for besværligt.

02:26 J: går du så selv aktivt ind og opretter dem igen for at de kommer foran i køen
02:29 T: nej så står den op du vil genoprette og så trykker du på den og hvis du så vil lave ændringer fx. ændre i teksten eller sætte nogle andre billeder ind eller hvad ved jeg, så kan du trykke på ændringer og hvis du ikke vil ændre så trykker du bare på ingen ændringer. Og så er den faktisk bare genoprettet igen. Så det er blevet enormt hurtigt at gå ind og genoprette hvis du ikke vil lave ændringer i annoncen. Så kommer den bare frem igen som helt nyoprettet.

03:03 J: hvor ofte gør du det?
03:04 T: det kommer an på hvor god tid jeg har. Altså jeg prøver i hvert fald hver måned fordi at ellers, jeg bare lagt mærke til at man kommer hurtigere af med varen når de er genoprettet. Fordi de forsvinder bare i mængden. Så hvis jeg har god tid så går jeg ind og genopretter. Så prøver jeg at gøre det løbende. Det kommer selvfølgelig an på hvor mange annoncer man har. Men nu har jeg jo ret mange. Jeg tror jeg har 300, og det er jo også bare fordi at nu har jeg... det startede jo heller ikke med at være så meget. Og i starten der var jeg meget sådan "kan jeg virkelig nænne at komme af med det". Jeg tænkte meget over det. Og der er jeg nok blevet mere sådan, altså der er selvfølgelig ting som jeg virkelig bruger, som jeg er glad for som jeg aldrig kunne drømme om at sælge. Også selvom det er gammelt. Men der kunne være nogle ting.. Jeg er blevet bedre til at lige sige "det har jeg jo ikke brugt". Selvom det er en fed ting eller har været en dyr ting, eller er af et rigtig godt mærke, Men hvis jeg ikke bruger det er der ikke noget grund til at det hænge i skabet. Og så er det også fordi jeg kan godt få lidt klaustrofobi, af et klædeskab det bare bugner med tøj,
04:19 J: er det fordi det fylder for meget eller er det fordi du får lidt en skyldfølelse over at der hænge ubrugt tøj?

She tries to re-upload her posts once a month because she has noticed that if she doesn't, then it just gets lost in the crowd. But it depends on the amount of time she has and how many posts she has. Right now she has about 300. It didn't start out with that many. In the beginning she had a hard time letting go of things and thought a lot about it. Of course there are things she really uses and that she would never get rid of, even though it is old. But she has gotten better at telling herself "I don't wear this". Eventhough it is a cool or expensive thing or from a good brand. But if she doesn't use it there is no reason to have it in the closet.

She can almost get a claustrophobic feeling of a closet with too much stuff. It's a lot of money hanging there, and she is bad at using all her stuff. It's not because it's a mess but she can't see what she has.

Use of TS

Motivation to sell - item sold

Consumption habits/Simple living

Habitus/field (at work)

<p>04:25 T: det er begge dele, det er både at ej hvor hænger der for mange penge her. Og så pgså synes jeg lidt at jeg nok er dårlig til at få brugt de ting jeg har. Det er bare for meget. Jeg kan ikke rigtig overskue det. Selvom det er jo ikke fordi det er proppet eller fordi det roder, men nogle gange har man så meget man kan ikke rigtig se hvordan jeg skal prøve og.. for jeg har en tendens til altid at gå i sådan ligsom det jeg har på idag. Det har jeg faktisk altid på. Så eg er ret dårlig til selv at... for jeg har meget tøj. Og jeg kunne lave rigtig mange forskellige stilarter. Hvis var det jeg ville, men jeg er bare ret dårlig til selv at skifte min stil. Så jeg kører lidt det samme og så det en ny sweatshirt den ene dag.. altså du ved, variationen.. når jeg går på arbejde at hele det spørgsmål om at jeans blå eller sort.. ej nu er det også meget.. jeg kan også gå i skjorte.. det er ikke det. Men der er ikke den store variation.</p> <p>05:19 J: men er det sådan ude på din arbejdsplads, at folk de går meget i det samme?</p> <p>05:22 T: det er mere sådan generelt og privat. Altså jeg ku ha taget hvilken som helst bluse på idag men jeg elsker hullede jeans, så det er det jeg går i. For det må jeg ikke have på på mit arbejde. Men jeg er seæv dørlig til at kombinere det tøj jeg har. Hvilket er lidt dumt. og så ryger det lidt ud og...</p>	<p>So she ends up wearing the same thing every day. At work its only a question about which color the pants should be or she can wear a shirt once in a while. But not a big variation.</p> <p>Same with her everyday clothes, where it doesn't matter much what shirt she wears but as long as she can wear her ripped jeans since she can't wear that to work. But she is bad at mixing and matching, so then it goes out.</p>	
<p>05:39 J: Når du er ude og shoppe nye ting prøver du så at købe et eller andet som kunne være lidt anderledes end dig?</p> <p>05:46 T: nej men jeg har faktisk været nede i en butik som er rigtig gode til at finde ud af hvad man så skal have. Der fik jeg også tøj på som slet ikke er mig men jeg kunne godt se at det sad godt på mig. Jeg købte det ikke for så er jeg sådan en der skal hjem og tænke. Jeg er kommet dertil hvor at jeg køber ikke bare. Med mindre jeg virkelig kan mærke det her bliver bare nogen jeg kommer til at gå med. Det kan jeg som regel mærke. Hvis det er noget jeg bare tænker det der blir jeg bare mega glad for og jeg har ikke noget lignende, og så at man kan få det til en fornuftig pris, så kan jeg godt købe det nu og her. Men hvis det er sådan noget hvor jeg synes det er lidt for dyrt, og, altså i den butik der er det nogle mærker jeg ikke rigtig kender og jeg synes egentlig at priserne var rimelig dyre ifht. hvad man kan få på nettet osv. Så skal man bare være sikker på at det er det eller om man skal vente på det er på udsalg. Jeg er ikke så glad for at gå ud og købe ting til fuld pris.</p>	<p>When she goes shopping she usually goes for the same things. But the other day she was at a store where they really knew how to dress people and she tried on some clothes which she could see were very nice and fit her well but wasn't her at all. So she didn't buy it because she usually is the type who has to go home and think about it, unless she really can feel it is the right thing. She will buy something if it is her style, doesn't have something similar and is an ok price. But if it is something a bit expensive then she needs to think. But she often doesn't want to pay full price for something.</p>	<p>Consumption habits/simple living - simple similar</p> <p>Calculated choices/against splurging</p>
<p>06:43 J: Så du er også selv køber på trendsales?</p>		

<p>06:44 T: ja.. eller ikke mere faktisk. For jeg synes jeg har så meget nu at der jo ikke er nogen grund til det. Jeg synes faktisk jeg har for meget nu og vil gerne skære lidt ned på det, også derfor jeg bruger TS så meget. Jeg kan godt finde på at købe nogle enkelte nederdele men jeg gør det ikke så meget mere. Jeg gjorde det i en årgang. Men jeg er gået væk fra det igen. Fordi jeg.. ej nu bruger det egentlig mere til at sælge. Jeg er begyndt at bruge lidt ebay. Det var jeg lidt skeptisk overfor, fordi det var sådan noget på verdensplan. Hvad så når man får noget og kommunikation med folk og men der har jeg også fået nogle enkelte gode ting til rigtig gode priser.</p>	<p>She used to buy a lot of things, especiaaly skirts, on TS but now not so much. Now she mostly just sells. But she uses Ebay a bit for shopping. Which she was sceptical abou tin the beginning but it works</p>	<p>consumption habits lifetransition</p>
<p>07:22 J: Er det så nogle andre ting du køber og sælger på Ebay?</p> <p>07:24 T: Nej jeg sælger ikke på Ebay. For jeg synes at det er lidt besværligt. Men kan godt være jeg ikke har den store erfarring med det og man bare skal sætte sig ind i det. Så jeg har egentlig bare brugt det til at købe ting. Og kun hvis jeg kan få det til en rigtig god pris. Det kan også være at hvis jeg har set en nederdel som jeg bare ikke ekan finde herhjemme, så kan jeg godt finde på at bruge Ebay. Og så se o jeg kan finde den der for der er lidt større udvalg. Hvis jeg så kan finde den, og til den rette pris. Men jeg kan godt finde på bare at gå og lure hvad der lige sådan sker herinde. Så sidder jeg og klikker rundt på de mærker jeg godt kan li. Altså jeg surfer ikke på alt muligt. Altså.. det er en speciel nederdel. For der er så meget inde på ebay. Så hvis du bare søger Nederdel inde på ebay så får du over 3 millioner annoncer. Men det kan jeg godt finde på. Nu prøver jeg så at æade være med at købe så meget. Fordi jeg vil heller ha nogle enkelte gode ting og sådan helt.. så er det også ok at de er lidt dyrere, jeg skal bare vide at det er noget jeg får brugt. Det er egentlig derfor jeg har sat så meget til salg. Det jeg så også bruger det til det er at når jeg så sælge så har jeg oprettet en konto, altså privat, min egen hos danske bank hvor jeg jeg lige sådan, de ting jeg får ind for tingene, fordi tit også.. du skal ikke gøre det for at tjene på det. Fordi det er sjældent at du kan tjene på noget. Altså kun hvis du har været rigtig heldig at få en vildt fed ting til rigtig billig penge men ellers så kan man jo bare regne med at det altid er noget med et tab. Så istedet for bare at give det til røde kors eller smide det ud, så er 200kr-300kr bedre end ingenting. Og når man så får solgt en del så har man det pludseligt. så jeg bruger det</p>	<p>She doesnt sell on Ebay. Its a bit inconvenient. But might be because she doesnt have experience with it. But if she has seen a skirt somewhere, and cant find it her in DK then she will look for it on Ebay. They have a greater selection. Which also means you have to be specific with your search.</p> <p>But she tries not to buy too much. Which is actually the reason why she is selling so much.</p> <p>She has created a bank account where she puts in the money she earns from all sales. But "it's not something you can expect to earn money on". It's rare you can make a profit. So instead of giving it to red cross or throwing it out 200-300kr is better than nothing. And then when you sell a lot then suddenly you have a good amount. Which she can buy new stuff for.</p> <p>Seems as if she is trying to change her wardrobe from a lot of basics to a few modern more expensive things.</p>	<p>Consumption habits/simple living - simple similar</p> <p>Calculated choices/against splurging Profit use</p>

<p>egentlig til, at når jeg så får solgt noget så lægger jeg det ind på den konto og så kan jeg for mit tøj, så jeg ikke bruger, så kan jeg få noget nyt</p>		
<p>09:36 J: og det gør du med alle? Selv om du sælger en tshirt til 40kr 09:41 T: ja.. ej.. det ligge nok fra 100kr og op.. typisk. Og hver gang jeg så får solgt noget så overfører jeg det til det budget for at holde øje med hvor meget jeg har har stående. Jeg kan godt forestille mig at der er mange der.. for man kan hurtigt lade sig rive med af det.. og du bruger trendsales til at købe noget.. så på trendsales er 200kr ingen penge og så bruger du det. Men når du gør det nok gange. For jeg lavede engang et excel ark med det, det var før jeg lavede det system jeg har nu, men der kunne jeg virkelig se at både min udgifter indtægter der kunne jeg faktisk se hvor mange penge jeg rentfaktisk brugte. At det endte med at jeg så godt nok havde sparet op. Men hvis jeg så ikke havde brugt pengene så have jeg haft rigtig mange penge. Men hvis du så ikke holder det regnsakb så tror jeg der er mange der bruger mange flere penge end hvad de lige regner med. Også fordi man bliver hurtigt grebet af at "den der den er da også fed" eller så lige pludselig bliver man fristet af at købe noget som man egentlig ikke havde planlagt at købe. Sådan tror jeg det er for mange. Det er ikke bare mig. Så jeg tror folk bruger mange flere penge, når de er på trendsales end de måske lige havde tænkt. For det er jo fint nok at kunne finde billige bukser til 150kr. Men hvis du så lige sådan, nu hvor jeg har mange annoncer, så kan det være at der er en som falder over en hvad ved jeg, en bluse jeg har, og tænker at det var lige det de stod og manglede. Det er jo fint nok. Så blir de måske fristet til at gå ind og kigge på mine andre annoncer, og så måske fristet til at købe nogle andre ting også.</p>	<p>She doesn't save the amounts which are less than 100kr. But it is just too easy to quickly buy something for the money you earn. And then spend all the money you have earned, because you haven't kept track of it. TS kind of opens up for this impuls buys, when you're about to buy one thing and you look into the other things the seller has.</p> <p>Overconsuming is talked about with a relatively negative tone.</p>	<p>Profit use TS as buyer</p>
<p>11:17 J: Oplever du at folk de kommer og siger at de egentlig "gerne vil købe det her, og så fandt jeg også lige denne her".</p>	<p>When someone tries to make a deal with her like 3 items for a cheaper price, she usually goes</p>	<p>Pricesetting - price vs getting rid of it</p>

<p>11:22 T: ja engang imellem. Ikke så tit. Men engang imellem hvor de siger at "jeg vil egentlig gerne have denne her og så er jeg også interesseret i dine shorts og din nederdel. Vil du give mig de tre til en god pris." altså sådan noget. Og så gør jeg så det. Jeg vil jo bare gerne af med det. Og så får de det så til ret gode penge, altså det er jo også det der med at du kan virkelig være heldig at få mange fine ting til rigtig gode penge. jeg tror også det er derfor at der er mange der bruger det. Der er fordi hvem har lige råd til at købe altså en isabel marant nederdel til 3000kr eller sådan noget når du kan få det til 600kr på trendsales. Så vil jeg så sige, ting jeg har købt, jeg har haft en uheldig episode. Men det er ikke mange gange ifht. hvor mange gange jeg har handlet så du får faktisk rigtig gode ting.</p>	<p>for it because she just wants to get rid of it. And they get it for a good price. Cause who really wants to pay 3000kr for an isabel maratn skirt. (signs of stingyness)</p>	
<p>12:14 J: hvad med som sælger har du så haft nogle dårlige oplevelser?</p> <p>12:18 T: Nej mere i irriterende. Som lige nu er der en der har budt på et par jeans, hvor de så ikke godkender betalingen. Betalinegn på mobilepay eller man kan også gøre det gennem TS. Der er så en som har fortrudt, og det kan jeg godt forstå. Det er bare rigtig irriterende for mig fordi at jeg har skrevet alt i annoncen, hvad det er for mål, længde osv. Og så begyndte hun også lidt med at undskydde lidt med "jeg kan ikke passe den alligevel". Og jeg er bare sådan lidt "ej men altså, målene står derinde". Og du kan ikke tvinge folk til at betale, men det er bare lidt den der med at du bruger fatisk tid på at gå ind og svare og gøreve og bnår folk så ikke svarer til sidst så har man brugt tid på noget som folk ikke godkende alligevel. Og ja man kan godt klage til trendsales, det har jeg gogså gjort nogle gange, hvor jeg virkelig har været irriteret. Nogle gange gide jeg virkelig ikke. Men hvis det er et større beløb, hvor jeg ligesom havde regnet med at jeg ville få solgt den der vare, så kan jeg godt kontakte dem. Men altså.. de siger bare at dem der har givet budet de får bare en anmeldning. Men altså det kan man jo ikke.. det er jo ikke nogen trussel. Så nogle gange, de fleste gange, gider jeg ikke skrive til TS. Jeg får ikke noget ud af det. Jeg får ikke min epenge. Handlen går ikke gennem af den grund. Så er spørgsmålet hvor meget tid har du og hvor meget tid gider du at bruge på... Ej hun taler virkelig højt hende derovre (<i>griner men lidt irriteret og samtid nervøst</i>).</p>	<p>She hasnt had bad experiences with selling on TS only annoying. Like right now a buyer is not accepting the payment. Which is then someone who has regretted. But annoying cause Tina had provided all information, measurements etc. And then she still starts pulling back her bid. And you can't force people to pay. You can complain to TS but most of the time she cant bother only if it is a bigger amount. But TS doesnt do much about it. They just make a comment, that's no "threat". She doesnt get her money . So the question is how much you really want to spend on that.</p> <p>(interesting here is that Line and her roomie spent hrs reporting people. But they also really saw this as a professional trading site and a professional behaviour was highly valued and capitalized.) unserious bid are the most annoying.</p>	<p>Seller-buyer relations Pricesetting - unserious bids</p>

<p>Men useriøse bud det er det mest irriterende. Men ellers har jeg ikke oplevet noget.</p>		
<p>13:58 J: Har du nogen sinde fået nogle klager over dig som sælger?</p> <p>14:02 T: jo for lang tid siden. Men det er typisk nogen som er lidt spøjse typer. Hvor man faktisk havde lidt på fornemmelsen at der nok var lidt galt med dem. Man kan fornemme det lidt på den måde folk henvender sig på. Måden de skriver på. Formuleringer og sådan noget. At der er et eller andet.. man skal jo ikke dømme folk men altså hvro man bare måske ved sådan lidt.. jeg ved ikke. altså der var en engang. Hendes måde at at skrive på det var lidt som et barn, der tænkte jeg at hun måske mentalt var sådan lidt. Hvor at hun så påstod at nogle sko var sølvfarvet og ikke guld og der var billeder på. Og så kontaktede hun TS osv. Og jeg havde.. jeg sagde bare at det kunen jeg desværre ikke se. Mine ting er iorden. Så det aner jeg ikke. Og jeg gad simpelthen ikke diskutere med hende til sidst og så kontaktede hun TS. De havde nok kunnet vurdere fra de anmærkninger jeg har at folk de er glade og tilfredse og plus at tingene i min annonce var i orden. Så tror jeg nok at de endte med at give hende beløbet for det, hvilket er fuldstændig latterligt derinde hvor de ikke har kunnet hjælpe med noget. Men så fik hun så 200kr for skoene. Men jeg tror også at de har tænkt at hende der hun er typen som ikke har andet at lave så hun ville nok blive ved med at skrive og brokke sig. Og der tænker de nok det er kun 200kr så hvis hun får dem så er alle glade. Så iegn der tror jeg at de har vurderet tiden i fohold til hvor mange timer de bruger på det, for de bliver jo nødt til at svare. Og der tror jeg at i sådan en situation at.. Men men men det er igen sådan en hvor jeg ligesom kunen mærke det. Og jeg fortrød allerede at jeg havde solgt det til hende efter kort tid, for jeg tænkte bare at hende der der kan komme ballade med hende. Jeg havde en fornemmelse. Det var også hvor tit hun henvendte sig. Hun henvendte sig utroligt meget og med spørgsmål omkring en skide sko til 200kr. Vor jeg tænker "ah så må du ta en chance. Dyrer er de heller ikke" Og enten kan du bruge dem og ellers kan du ikke. Du ved der var bare mange spørgsmål.</p>	<p>She has gotten a few complaints as a seller. But these are from weird people. Where you already knew from the beginning that something was wrong with them. One woman for example the way she wrote was kind of like a child. (interesting choice of word her "child", as it seems throughout the interview that she is slightly annoyed with the young buyers). She ended up contacting TS but nothing happened cause TS could probably see that Tina's profile was fine. But she could already feel it from the beginning that something was wrong with this woman. "She kept on asking questions about this goddamn shoe for 200kr" (shows a real lack of emotional attachment to the item).</p>	<p>Use of TS seller-buyer relation / Buyer profile</p>
<p>16:28 J: kan det godt ske at man er lidt kritisk omkring dem man sælger til?</p>	<p>But negative experiences are rare, which is why she still uses</p>	<p>social relation between seller and buyer</p>

16:32 T: nej egentlig ikke. Det er kun hvis du vrikleig kan mærke det. Hvis du møder et menneske eller får et mennesker i røret og kan mærke at det er egentlig ikke et menneske jeg har lyst til at snakke med for det er en der måske er lidt psykisk ustabil. Det er jo ikke fordi der er noget galt i at være ustabil, men på sådan en irriterende måde. Sådan en som bare vil lave ballade. Eller opsøger problemer. Det var ligesom det jeg kunne fornemme på hende. Men ellers har jeg faktisk kun postitive erfaringer med TS det er også derfor jeg stadig bruger det. Jeg synes og ofte.. der er også nogle gange nogel som kommer og henter hjemme hos mig privat. Og der plejer jeg bare at gå ned og aflevere tingene. De kommer sjældent op i lejligheden. For man ved aldrig. Altså.. det er jo sådan. Eller jo jeg har også haft folk oppe i min lejlighed. Det er ikke det. Men og jeg har faktisk haft nogle gange.. det er ikke fordi man sådn.. det bliver bare afsluttet lidt hurtigere hvis jeg kommer ned. Det er ikke fordi jeg ikke vil snakke med folk. Det vil jeg gerne. Men hvis man lige er kommet hjem fra arbjede og er træt og skal til at lave aftensmad så har man ikke rigtig tid til sådan lige at.. Selvfølgelig der har været nogen der gerne ville komme og prøve flere ting. Så er det klart at så har jeg lavet en aftale med dem. Og det har også været fint og hyggeligt. Men sidder man og snakker og så er det ligepludselig gået 3 timer. Og der er jo sådan set hyggeligt nok. Men det er bare også lidt den der med at det er da bare ikke altid tid til. Nogle gange kan man godt afsætte tid til det, og heldigvis så købte hun også en del ting. Så det er jo også fint nok. Men jeg kunne ligeså godt risikere at folk de siger at de ikke kan passe det, eller ha brugt 3 timer på en der har købt noget til 300kr. Så tænker jeg at så vil jeg hellere bruge min tid på en cafe men en veninde ikke? Altså så meget betyder 100kr heller ikke. Så altså.. det er lidt den der. Men det er fint at folk kan komme herhjem. Det er hurtigt, du er fri for at gå på posthuset og så kunne du bare gå ned og aflevere det ved døren. Og jeg tror også at folk er glade for det for jeg bor på 4. sal så er de fri fra at gå hele vejen op. Og de vil ligeså gerne bare ha varen. Så sparar man også porto.

TS. When people come to pick up the clothes she usually goes down with it "cause you never know". And then the transaction is finished faster. It's not because she doesn't want to talk to people but when she's tired after work. Of course if people want to try things on, which is also nice and cosy. Then you start talking and suddenly 3 hrs have passed. But she doesn't always shave the time. And she risks spending 3hrs with someone who only buys something for 300kr. And then she'd rather sit at a cafe with a friend. A couple 100 doesn't mean that much to her. But it is nice when they come pick it up so she doesn't have to go to the post office and the buyer probably enjoys not having to run up to 4th floor.

18:56 J: men du har det ok med at folk de prøver tøjet på?

It depends on what it is, if she's ok with them trying it on. But a

social relation between seller and buyer

<p>18:58 T: det kommer lidt an på hvad det er. Den der med hvis det er nogen der godt vil prøve flere ting så tager jeg lidt chance. Men hvis det en der bare vil prøve en ting. Hvis det er en der vil prøve en kjole til 500kr såsiger jeg også ok fordi det synes jeg også er et rimelig pænt beløb. Men hvis det er en der vil prøve en tshirt til 50kr så siger jeg nej. Det gider jeg ikke. Altså fordi vi skal jo stadig kordinere med tid og hvornår er jeg selv hjemme. og jeg ved næsten aldrig og jeg finder på noget efter arbejde. Et eller andet. Så skal man ligespludelig være afhængig af en aftale. Det er fint hvis det drejer sig om flere ting eller en lidt dyre vare. Men hvis det er en lidt mindre ting så gider jeg ikke indrette mit liv efter det. Så kan det være at hvis jeg virkelig gerne vil af med tingene så kan det være at jeg foreslår at jeg betaler for porto. Siger men jeg vil gerne betale porto eller noget. Og så siger de så nogle gange ja til det. Eller også så siger de nej. Men så skal jeg også virkelig gerne ville af med de ting. Hvis det er noget jeg er helt sikker på jeg ikke kommer til at bruge. Der er også nogle ting som jeg kun vil sælge til den rigtige pris. For jeg er genetlig ok glad for det. Så er det sådan lidt om man vil af med det. Men der er nogle ting hvor jeg tænker det der skal jeg bare af med. Det kommer jeg aldrig til at gå med.</p>	<p>dress for 500kr then it's ok cause thats a high amount. But not a tshirt for 50kr. Cause you have to make a plan with them and be dependent on them. Then she would rather just pay for porto. But some things i only want to sell for the right price. Things she actually still quite likes (according to belk, the fact that she likes it would be a sign that it is still part of her identity, and therefore she maybe don't want to compromise with her identity. Interesting to see how the identity included in the item often is a price setting factor). But something she knows she will never wear again she doesn't mind going down in price.</p>	
<p>20:41 J: har du nogen sinde gjort det den anden vej rundt, og tænkt det er fint nok jeg sælger det billigere fordi hende her virker nem at handle med?</p> <p>20:55 T: ja jo, hvis jeg føler at prisen er nogenlunde og jeg bare tænker.. måske kan jeg godt finde på at sige nej hvis det er et for lavt et bud. Men så andre gang ekan jeg godt bare tænke så lad gå. Jeg har haft så meget andet til salg. Men det kommer meget an på hvad det er. Hvis det er noget jeg virkelig gerne vil af med, så jeg ligeså godt ku gi til røde kors - ikke fordi der er noget galt med det - for min ting fejler ikke noget. Det kan være det er noget der er gammelt for mig eller noget som jeg ved jeg ikke kommer til at bruge, så er jeg mere fleksibel. Hvis det er noget hvor jeg tænker at det er en fin ting eller det er simpelthen for dyrt et mærke altså hvis man har et eller andet der har været rigtig dyrt og folk kun vil gi 200kr. Så er jeg bare sådan lidt "nej". Det var der en der gjorde den anden dag. Hvor jeg tænkte "jeg kommer aldrig i det igen". Men jeg synes simpelthen at hendes bud var for latterligt i</p>	<p>Sometimes she sells it cheaper if it is an easy trade. But it depends on the item and how cheap. If it is something she really wants to get rid of then she might as well give it to røde kors. (This shows that the reason behind selling something on TS is different from Red Cross. People will choose TS for things they care more about and have had a stronger connection to because they as they give a part of themselves they at least expect to get something else in return (namely money). So it is an exchange of social/cultural capital for economic capital. Whereas the exchange at Red cross will for her will include no loss as the item is useless for her).</p> <p>She says that its not like there is</p>	<p>item sold vs. Motivation to sell TS vs. Charity - in regards to the value/brand of the item seller-buyer relations / buyer profile</p>

forhold til hvad den kostede. Så er jeg bare sådan ej ved du hvad det gider jeg faktisk ikke.

21:58 J: hvad var det for et stykke tøj?

21:59 T: jamen jeg kan ikke engang huske det. Hvad faen var det..... Jeg må indrømme jeg kan ikke huske hvad det var. Jeg har så meget til salg. Men det var et eller andet hvor jeg havde sat prisen til... hmm... 400/500kr som i forvejen var en meget fin pris og så fik jeg et bud på 200. Nej nu kan jeg huske hvad det var. Det var nogle cykelbusker. Et ret dyrt mærke. Som man stadig kan købe i butikkerne. Men jeg har bare haft mange cykelbukser og er blevet brugt 2 gange. Og selvfølgelig skal man ikke betale fuld pris for noget der er brugt. Men altså de koster omkring 8-900kr. og det er så der hvor hun vil gi 200 inkl porto. Der er jeg bare sådan lidt at hvsi det var nogle gamle gamle cykel bukser, en gammel model eller nogle der bare havde ligget i flere år så havde det været fint nok. Men det er altså nogen man stadig kan købe i forretningerne. Så tænkte jeg at det ville jeg ikke. Der ville jeg faktisk være gået med på 250kr. Jeg tror jeg havde sat den til 300/350kr. Der ville jeg godt være gået lidt ned. Men altså jeg har ikke skrevet videre på det. Men jeg kunen bare mærke at jeg tror ikke på at hun var interesseret nok. Altså hun.. altså jeg har skrevet til hende 300 inkl porto og det ville hun så ikke. Og så tænkte jeg at så kunne jeg godt ha skrevet 250kr. Jeg tror lidt det var min fornemmelse at.. altså nu var det et par lækkre cykelbusker som ikke bare skal væk for enhver pris, men også at hun.. Jeg tror simpelthen bare at hun ville.. Der er nogen som bare byder virkelig virkelig lavt.. altså jeg har også set det hos andre. Altså hos andre som har lidt dyre ting tilslag hvor jeg følger lidt med på deres annoncer, der kan jeg også se at virkelig dyre ting, der sankker jeg måske flere 1000kr, der byder folk 200kr. Og det synes jeg også er lidt frækt. Jeg kunne aldrig være bekendte at byde så lidt. For man ved jo godt at noget der har varet så dyrt der må man også lige selv ofre.. altså fordi ellers så kan du jo faktisk få et par jeans til 1800kr til 200. Du kan ikke engang få et

anything wrong with her clothes, but she just might not see the value in it anymore while someone else will and then she might as well give it to charity. But if it is too nice or the brand is too expensive then she will expect a higher price, even a thing which she knows she will never wear, then its more of a principle that the cheap price doesn't fit the item. (**this implies that in her field brands give high capital. It is also proven on other occasions throughout the interview that she highly values brands).**

She can't even remember what piece of clothing it is. but she remembers the price 4/500 and the bid was 200. Finally remembers that it was a pair of bikeshorts, which originally cost 8/900kr. She argues that 200 is therefore too little, plus they were almost not used and they are still in stores. Tina had responded with 300kr incl. porto. But the buyer did not want that. Which annoyed Tina a bit, since she would've said ok to 250kr. (**Clearly here it is not a matter of money but the principle a not wanting to give in for a higher price, when it even is a brand).** She finds it kind of disrespectful to bid so low. She would never do that herself. Trying to get a pair of jeans from a good brand for price which you can't even get jeans for at H&M. (**again the comparison with brands).** She has noticed that it is usually young people who do this.

<p>par jeans i HM. Og der er jeg bare sådan lidt, ej det er sku heller ikke helt rimeligt. Der synes jeg i hvert fald at man skal op og sige 4/500 bare for at virke lidt seriøs. Og det er typisk helt unge piger, som byder meget lavt.</p>		
<p>25:21 J: hvorfor tror du det er dem?</p> <p>25:30 T: ja det er jo så det der er spørgsmålet. Det ved jeg jo så ikke. fordi jeg ser mange unge piger med meget dyrer tasker end hvad jeg har, hvor jeg tænker hvor kommer det fra. Da jeg var 17/18 år havd ejeg slet ikke råd til dyre dyre takser. så nej jeg tror ikke altid at det har noget at gør eme dom de har pengene. Jeg tror lidt det er.... altså jeg ville ha for meget pli. Jeg har for meget pli til at give 200kr. Medmindre at sælgeren selvfølgelig selv har sat den til salg iden meget lave ende. Men ellers hvis de har skrvete deres mininums ris er et eler andet. De forventer mindsta t få lad os sige 800 kr for et eller andet, så ved man godt at de fleste godt kan gå lidt ned. Man byder aldrig.. Man går altid lidt under. Men jeg vil siger hvis der var en der havde skrvet 800 kr, hvis jeg så var rigtig fræk, så ville jeg ta chancen og byde 500kr. Realistisk set så bliver vedkommende nok et sted mellem. Det kommer også an på hvor lang tid annoncen har stået åben. Hvis det er npget de lige har oprettet så håber de stadig på et godt salg. Men hvis det nu er noget der har været oppe i lang tid og der ikke er sket noget. Så ved man godt at så er de måske lidt mere til at.. men jeg tror stadig ikke at jeg ville byde mere under 500kr. For man ved godt at det er dyre varer. Jeg synes det er lidt flabet at byde så lavt, fordi altså noget der har kostet rigtig mange penge, det synes jeg ligsom ha lidt mere.. det er lidt et skambud. Jeg synes det er lidt mangel på respekt over for folks ting ligsom at byde så lavt. Og det er baretypisk de helt helt unge har jeg bare lagt mærke til. Men hvorfor det at det er lige dem.. altså folk kan jo også være ældre og gøre det. Altså jeg har jo også stødt på nogle der er ældre. Jeg ved bare at ofte når det er jeg går ind og kigge på årstallet på dem der byder så lavt er det ofte dem der er helt unge. Og jeg skal ikke kunen sige hvorfro. Men det er måske lidt det der med at, altså fordi jeg har jo så set de unges annoncer. Jeg synes det er sjovt nok nogle gange at gå ind og se hvad har i selv til salg og hvad sælger i selv for. Og der kan man altså godt nogle gange tænke "undksyld mig men du har noget der er billigere til salg, som du sælger dyrere men du vil gerne selv ha</p>	<p>She doesn't understand why the young girls bid so low when she sees them selling the most expensive designer bags. And basically doesn't understand how they can afford them. She explains that she herself has too much manners. Common is to bid a few 100 under and then slowly you meet on the middle. But it also depends on how long the post has been up (matter of losing value on TS). But in general she thinks it is lack of respect towards people's things to big so low. She has also met older people who bid low but it is usually younger girls. And then often when you go in and look at their profile they are selling cheap things for way more. It kind of has to fit. Like she would like to sell her stuff for a lot more but it has to fit with what she is willing to buy for.</p>	<p>Use of TS Buyer profile seller-buyer relation</p>

mange penge for få. Men du vil ikke betale meget selv Der har jeg det sådan lidt, der skal tingene stemme lidt overens. Så jeg vil sige, at jeg vil selvfølgelig gerne sælge mine egne ting til så dyrt som muligt men omvendt så synes jeg.. du ved det skal helst stemme overens hvad man sætter til salg ifht hvad du selv vil give for tøjet. Det synes jeg i hvert fald.

28:56 T: jeg har jo set selv deres annoncer og kan fåkge med i hvad der bliver skrveet frem og tilbage og der er de jo meget med at "nej jeg sælger det ihvertfald ikke under 800kr" nåh ok. De har selv givet 1000kr for den og går kun 200kr ned. Men omvendt vil de kun gi 200kr for meget dyre ting. Det er lidt det jeg sidder og oplever. Og sådan noget gider folk jo ikke rigtig og det har folk også luren. Og det er jo ikke for at sige at dem i 30erne og 40erne ikke gør det samme, det er bare lidt bare.. hvis du oplever en eller anden som bare byder helt vildt lavt, så kan jeg godt finde på at gå ind og kigge på deres profil og så er de altså 16-17-18 år. Så er der ikke nogen grund til at sige at jeg vil godt gå lidt ned i pris, for jeg ved bare at når jeg er i kontakt med sådan en så er der bare ikke noget at arbejde med og ligsom sund fornuft. Så har jeg det sådan lidt "videre videre videre". Altså så ja.. så gidder jeg ikke. Hvis jeg kan se at det er nogen der tager det seriøst så vil jeg gerne tage snakken. Og så sige til dem at jeg synes det er lidt i underkanten og så oplever jeg faktisk oftest de fleste gange at folk siger ja. Og det er selvfælgelig også fordi de byder så lavt, for så er der plads til at man kan gå lidt op. Fordi i virkeligheden ville de byde 300 kr men er villig til at betale 400kr. Så de byder ofte lavere end

Teenagers will be selling their stuff for only 200kr under and are not willing to go down at all. But at the same time they're only willing to give 200kr for expensive things. (**Maybe here there is the point that you price it according to how you think it is valued in the market. So therefore teenagers they know that these things are very popular and can therefore set the price high. You see this mismatch between buyer and seller later on the in interview again, where they discuss the fact that Tina knows that something is out of fashion so then of course you cannot sell it to what you could sell it before even though it is in perfect shape.**) Therefore if she can see that it is someone like that with unserious bids she doesnt even want to bother replying. "You cant meet in the middle with someone who throws unserious and immature

Use of TS
- TS brand value

<p>havd de vil gi og så mødes man et sted på midten. Men du mødes ikke med nogen som sidder og smide useriøse og umodne bud ud. Så dem lader jeg bare være. I starten prøvede jeg at diskutere med dem, men nu skriver jeg bare "nej tak". Det gider jeg ikke spilde tid på.</p>	<p>bids". She doesn't want to waste her time with that.</p>	
<p>31:40 J: har du ellers ændret dig som sælger? Du startede ud med at sælge et par Gucci solbriller og nu lægger du bare alt op? Hvornår ændrede det sig?</p> <p>31:58 T: Det er faktisk ikke lang tid siden at jeg er blevet mere sådan. Så er det også fordi jeg i de år oprettede for at sælge og så blev jeg lige pludselig fristet af alt det der foregik derinde. Så nogle gange har jeg også byttet. Det gik jeg så helt fra igen fordi du skal stadig betale en porto fo de ting. Det er jo ikke helt gratis at bytte. Plus du kan godt risikere at tit er jeg blevet skuffet, ikke at der var huler i tingene, men det var ikke lige det jeg havde regnet med. Og så synes jeg selv at mine ting er så gode at det er ikke fordi jeg som sådan er blevet snydt men jeg har bare ikke følt at det var så smart. For jeg fik alligevel ikke brugt tingene. Det har egentlig bare været bytte ikke fordi jeg egentlig manglede nogen men når folk de spurgte om jeg ville bytte, så går du ind og kigger på deres profil. Og så de ting de har er måske ikke noget du havde tænkt at du skulle ha men er sådan men den der er da også meget pæn og så ender du i den der med nåhr ja det ku da være meget smart. Og så ender du med de der ting du så ikke får brugt. Lidt ligesom med udsalgs varer hvor du køber bare for at købe. Så har jeg jo så, den vej fra fået andre ting ind mens mit eget røg ud. Det vil sige det der flow, jeg har ikke rigtig fået tømt ud. Det er lidt ligesom at bytte klistermærker eller glasbilleder. Sådan har det været lidt i en lang periode og så har jeg jo stadig samme mængde af tøj. Så er jeg begyndt at sælge noget af det som andre har købt i virkeligheden, for det endte jeg jo med ikke at gå med. Så har jeg andre gange købt noget på trendsales hvor jeg aktivt har ledt efter det. De ting jeg har købt.. Nu følger jeg også nogle enkelte brugere derinde som jeg ved virkelig har luksus ting og hvor jeg ved at jeg får rigtig rigtig gode ting. Nogle af dem har jeg mødt personligt gennem trendsales. Og nogle har jeg handlet med fordi jeg ved at deres ting virkelig er i orden og jeg ved at det er nogle ting jeg aldrig selv ville have fået til. Eller har villet ofre penge til.. selvølgeligt kunne jeg godt hvis jeg</p>	<p>It is a long time ago since she became the type of seller who just sells everything. But that is also because during the first years she got intrigued by TS. So often she made exchanges item-item instead of with money. But she went away from that again since you still have to pay for porto and often she was disappointed with what she got. The item item exchange is like exchanging stickers. Not because it had holes in it but because it wasn't what she had expected. Like buying things on sale that you actually don't need but just to buy it.</p> <p>Now she only follows some specific sellers, who really has luxury things (sign that her priorities have changed), where she is sure she will get good things. She has met many of them personally. One of them sells relatively expensive things but that is ok cause she knows her.</p>	<p>consumption habits Simple living - equals luxury?</p>

gad. Men det gider jeg ikke. Men så bruger jeg dem hvsi jeg virkelig mangler noget. Jeg ved hvem jeg skal skrive til. Jeg kan i hvert fald gå ind og kigge. Jeg ved som oftest at hendes ting er i orden. Så er dr en i jylland som har meget fede bluser, så kan jeg prøve at gå ind på hendes. Men hun sælge ikke særlig billigt. Så jeg ved godt at jeg skal af med nogle penge. Men det kan jeg godt i stedet for at gå ud i magasin. For uhn briger helt samme størrelser. Men ellers bruger jeg det ikke mere. Men så har jeg jo købt noget helt frem til nu i stedt for at bytte. Så lige nu bruger jeg bare den der med hvor jeg egentlig kun sælger. Jeg har jo så også haft rigtig meget tøj fordi jeg har brugt lagersalg rigtig meget.

35:43 J: bruger du stadig det?

35:43 T: Nej det gør jeg faktisk ikke. Det er jeg stoppet med for nogle år tilbage. Jeg gider det ikke rigtig mere. Det er ikke så lang tid siden jeg stoppede med det. Jeg har bare erfaret at du får rigtig mange dyre ting billigt. Men ofte er det nogle ting som jeg ikke bruger så meget. Altså jeg har en jakke som jeg købte engang fra Designers Remix på et lagersalg, virkelig flot jakke. Men når an tænker på hvor mange gange jeg har været på lagersalg så er en jakke ikke så meget. Ofte så føler jeg ikke at det er ngoet som jeg er blevet så glad for. Og så er det også den der med at man bliver for meget fristet. Man ender med at købe alt for meget. hvis du bare skal ha en tshirt så skal du op og ha 3. Lige pludselig så har du fpr alt et her tøj, og jo det værste er at jeg bliver udsalgsfristet. Nu hoder jeg mig væk. Det er simpelthen fordi jeg ænker at jeg jo egentlig ikke mangler noget. Men jeg vil ikke sige at jeg ikke kunne finde på at gøre det igen. Men så sku det være fordi jeg godt kunne bruge en ny jakke fra Designers Remix. Og så er jeg spændt på om jeg kan lade være med at købe andet. Men det tror jeg sådan set godt at jeg kan, fordi jeg har virkelig fået dertil hvor jeg er træt af at jeg har så meget tøj.

She has a lot of things also cause she used to go to a lot of outlets. But she doesn't do that anymore. She doesn't really want to. You can get expensive things for no money, but end up not using it.

She has one jacket from Designers Remix which was a success but that's about the only thing. You end up buying so much you don't need at these things. But now she stays away, because she really doesn't need anything. She might go again to see if she can find a new Designers Remix jacket. And then she'll see if she can stop herself from buying more. She is really tired of the amount of clothes she has.

consumption habits

Simple living
- equals luxury?
- no splurging

37:44 J: er der sket noget i dit liv at du er gået fra at købe købe til at du gerne vil have lidt mere kontrol over dine købsvaner?

37:53 T: nej jeg tror mere det er den der med at jeg nok har indset at jeg alligevel går en del i det samme. Og jeg bedre får brugt mine ting når tingene ligger linet op fint og jeg kan se det hele og jeg ved hvad jeg har. Ikke ligesom når man åbner sin skuffe og der popper en træje ud som har ligget bagerst i 2 år, den har bare fået.. det kender de fleste jo nok. Jeg kan bare godt lidt... Altså hvorfor skal man ha så meget. HVorfor skal man ha 20 tshirts. nogle få fede ting er bedre og så måske bare ofre lidt mere på de få ting, som jeg ved jeg kan have i længere tid. Det er nok der jeg er kommet til nu. Og så en kombination med at jeg er, min stil er lidt den samme hvor jeg godt kunne tænke mig at prøve at gøre noget jeg ikke tør ellers normalt. Sådan noget med at være lidt mere modig. Sådan noget med at kommer lidt ud over ens komfor zone. Jeg skal ikke til at lave det hele om, jeg kunne bare godt tænke mig at have nogle ting hvor jeg mulighed for det og så igen jeg kan godt lidt at ha økonomisk styring på meget og dt har jeg altid haft men jeg ved også at inden jeg.. jeg skal nok få solgt noget inden jeg føler at jeg med god samvittighed kan gå ud og købe noget f.ekx. den der butik på gammel kongevej. Selvom de har nogle dyre ting vil jeg gerne prøve det af men det skal være sådan at jeg har økonomisk råd. Jeg ved godt at der er folk som prioriterer sådan. Men sådan er jeg ikke og sådan har jeg aldrig været. Altså det er bare min egen følelse af at nu har jeg brugt for meget. Men hvad er for meget? Altså det er nok når jeg selv synes det.

40:00 J: hvordan ser din livingsituuation ud? er du gift eller har børn?

40:03 T: nej nej jeg bor alene. Jeg har kun mig selv. Men øhhhmm.. jamen altså jeg kunne jo i principippet godt forbruge mere hvis det var det jeg ville. Altså.. men jeg har det også sådan lidt at det er bare tøj.

She has finally realized that she only uses the same clothes anyways. And she uses most of her things when it is lined up nicely and she can see it all. Why do you need so much?? A few cool things is better and then you may have to pay a bit extra for those few things which you will have for longer (**Again this idea that when you have few things then it is more exclusive and expensive**)

She also really wants to be a bit more brave with her wardrobe. So not change it completely but just have a few things that are a bit out of her comfort zone (**TS is a perfect channel for an identity shift. People can get rid of their old personality in a more respectful way. Not just throw it out but trade it, to give their previous selves a bit of respect while leaving room for a new identity**). She continues and explains that first she will have to sell some of her old stuff to buy new stuff free of guilt.

consumption habits

Simple living
- equals luxury?
- no splurging

(it is not because of the money which she clearly has)

When asked about her livingsituuation she states that she has only herself. So she could consumer more but it is only clothes. (**her priorities may have changed as th life of her friends have changed. So as they suddenly have started getting married and having children they maybe dont prioritize shopping so much. And she also therefore doesnt despite not having boyfriend or children. This is emphasized later when she talks about her friend who used to talk about clothes all the time but now has**

Habitus/ field

	been in a relationship for 3 years and doesn't talk about clothes at all) (Also an example or proof of how TS can be a channel for identity change)	
<p>40:19 J: hvad med dine venner? er de på samme måde?</p> <p>40:35 T: altså jeg vil sige de veninder jeg har er lidt forskellige. Jeg har nogle veninder som jeg tror bruger rigtig mange penge på tøj. Og nogle dyre dyre mærker.. men sådan nogle som også er i mode branchen. Hvor jeg slet ikke kan være med. Så det snakker jeg ikke rigtig med dem om. Det er simplethen så mange penge, selvom jeg havde pengene ville jeg aldrig gå ud og købe en jakke til 4000kr. Så har jeg en veinde om er samme type veninde som mig, også tæjmessigt. Jeg tror at.. nu har hun så fået sig en kæreste... hun er ældre end mig og har været alene i mange år. Men har fået en kæreste. Jeg kan godt snakke om tøj med hende men hun snakker ikke så meget om tøj som den gang hvor hun var single. hvor det var dengang hvor hun var single at der skulle man på date og ditten og datten. Og så tror jeg også at det har noget at gøre med at når man er alene at så må du selv vælge hvad du vil gå op i. Altså men du har ikke så meget.. Altså jeg går til fitness og jeg kan godt lidt mødes med mine veninder, men udover det så har jeg jo ikke rigtig så meget, så dt kan godt være at mit fokus på at købe ting ville ændre sig hvis jeg havde noget andet. Jeg ser det ikke som en erstatning for noget for jeg har det godt men jeg tror at hvis jeg havde en kæreste hvor jeg ligesom havde mit arbejde og så skulle jeg finde tid til mine veninder og kæreste som jeg også skulle hjem til i weekenden, så ville jeg slet ikke have tid til at gå rundt og kigge på tøj eller sidde på trendsales. Så jeg tror også det er hvor man er i livet og hvordan er din fritid og hvad har du af prioriteringer. For jeg kan godt se med hende at hun snakkede før i tiden altid om tøj, om hun havde købt noget nyt osv. Hvor jeg ofte tænkte at vi skulle snakkede om noget andet end tøj. Men når jeg har mødtes med hende her de sidste par gange, så har hun været i et forhold og i starten snakkede hun stadig om tøj men jo mere hun er i det der forhold og bor</p>	<p>Her social network is quite diverse but she has some friends who really spend a lot of money on clothes and brands and are in the fashion industry. (one could assume that TS is her way of getting the best of both worlds/fields. She can invest in expensive clothing both through buying it on TS but also by using the money she earns on her sales, while not seeming as an overspender or overconsumer)</p> <p>She tells about her friend who used to be like Tina, shopping all the time and talking about clothes all the time. Until she got a boyfriend 3 years ago, and now she talks about other stuff (sign that the definition of capital has changed within the field of her friends).</p> <p>Tina explains that it's not like she is trying to compensate for not having a boyfriend through her shopping. But she probably just has a bit more time. With her training, work and friends, if she also had a boyfriend then she would probably not have time to go shopping. She says that the use of TS probably depends on where you are in life.</p> <p>She explains her friend's shopping habit before the boyfriend as the type who doesn't think too much and lets herself be convinced by salespeople. And doesn't think that this is maybe too expensive. Now however she goes more to</p>	<p>Field / Social network</p> <p>Life transition - her friend has stopped using TS and talking about clothing</p> <p>Simple living (as a new things which gives high capital in her field - to be used more in the discussion)</p>

<p>sammen med ham osv. så er det lidt nogle andre ting hun snakker om. Så snakker hun mere om arbejde. Nu er det mere om at hendes bukser strammer eller sådan noget. Det er slet ikke det samme niveau. Jeg tror hun handler nu i.. hun er typen der bare køber noget hun godt kan få uden at tænke for meget i mærker. Og så tror jeg också at hun nemt bliver fristet i en butik hvor der er en ekspedient som overtaler hende. Så er hun måske lidt sådan at det kan hun måske godt se. Så er hun ikke så god til at tænke at det er måske for dyrt. Så hun har også nogle rigtig dyre ting, men som så har været fejlkøb for hende fordi hun måske blev så overtalt til noget. Hvor nu så går hun også i billigere butikker. Jeg tror sådan set bare at hun går efter et bare busker der ikke strammer så meget. Så tror jeg ikke at hun går op i mærker mere. Der er jeg stadig mere sådan.. jeg vil gerne ha de gode mærker men jeg vil ikke betale ret meget for det.</p>	<p>cheaper stores now and buys practical clothing.</p> <p>She explains herself as she wants the good brands but she doesn't want to pay for it. (exactly the point of 2 contradictory identities living simultaneously through TS)</p>	
<p>44:04 T: Hvorfor bruger du ikke selv TS?</p> <p>44:05 J: jeg kan godt få at kunne bruge noget tid på at prøve tøjet på og virkelig se om det er noget for mig. Og det har jeg ikke rigtig mulighed for med TS. Jeg kan godt få at være helt 100 % sikker når jeg laver et køb.</p>	<p>She describes herself as the type of shopper (now) who needs a lot of time in the store. And even though it might be a bit embarrassing, she will often leave without buying anything</p>	<p>Consumption habits Simple living/no splurging</p>

44:41 T: det kender jeg godt. Det er bl.a. det der sker når jeg går ind i en butik. Og nogle gange kan jeg godt mærke det når jeg er inde i en butik. og jeg ikke beder om hjælp. Men de står og hjælper og lever af at style folk. Det er lidt sådan i den butik fra før, de har lidt dyre mærker. Det er ikke dyrt i forhold til så meget andet, men man tænker at det er nogle mærker der er lidt finere. Man får ikke meget under 1000kr. Det synes jeg altså er lidt dyrt for nogle varer eller mærker som jeg ikke nødvendigvis kender. Kvaliteten er fin men i og med jeg ikke kender mærket så ved jeg det ikke. Det vil sige at hvis jeg gerne vil af med det igen så kan jeg ikke få det solgt. Fordi der ikke er nogen der kender til det. Så det er sådan noget jeg tænker hvad nu hvis jeg fortryder så vil jeg aldrig kunne få bare nærdheden af det jeg har givet for tøjet. Så det er også derfor jeg går hjem og tænker. Selvom jeg har stået der i lang tid. Jeg endte så faktisk med at købe et par sko. Sådan et par street sko. Men som er lidt mere trendy i forhold hvad man kan købe i en sportsbutik. HVidt og glimmer. De er ret seje. Men der gik jeg jo heller ikke ud af min kofort zone, det var jo totalt ikke meningen. HUn havde bare givet mig skoene til at jeg kunne se det til outfittet. Og hvad endre jeg med. Jeg ender lige præcis med det jeg plejer at købe. Jamen jeg tror det var det der med at jeg vidste at det var nogen jeg ville komme til at gå med. De andre ting skulle jeg ud af min komfort zone. Men der er jeg nok lidt ligsom dig. At jeg skal lagemærke efter for jeg gider ikke fejlkøbe mere. Som jeg sagde til hende at nu tager jeg skoene "ej men hun synes jeg skulle ta resten" og nu havde hun jo også brugt 2-3 timer på mig. Men det var jo hende der var gået op til mig. Og hender der blev ved med at finde ting. Og jeg ved jo godt at de bare vil sælge. Og det blev jeg ved med at sige til mig selv at jeg var ligeglads med at det måske var lidt pinligt bare at gå fr hun blev ved med at stå ved mig. Det var jo ikke min skyld. Det var jo heller måden at gøre det på. Og jeg prøvede at forklare hende at det var ikke fordi jeg ikke ville sættet men økonomisk var det for mange penge. Det kan jeg da ikke. Og jeg kom bare forbi. Med mindre man har sparet op og man ved det er det man vil og skal. men når man bare kommer bi er det altså mange penge. Der er måske nogen der gør det. Og jeg kan også godt mærke at nu følger jeg hende på facebook og jeg kan godt se at folk de siger at det næsten er farligt gå derved fordi hun er så god en sælger, hun er pæn og alle de der ting.

after having tried on a bunch of things for a long time. Especially at the store on Gammel Kongevej since you can't really find anything under 1000kr. And when she was in there she tried on a bunch of things which she could see looked really good but it was a bit out of her comfort zone and very expensive so she needed more time to think about it. Whereas a pair of white sneakers she found in the store which were more her style, she ended up buying. She says she doesn't want to make mistakes with her shopping any longer.

She knows that some people may fall for it in that store since the is a good salesperson and end up buying a bunch of stuff. But then there are people like Tina who thinks that this is "wrong". (**clear sign of her field and capital definition. Especially with that word choice**)

She has therefore started using much more time on shopping pr. item. Since it is a lot of money and sometimes you could spend it on travelling instead. She could probably buy an expensive bag, but then it would be on TS. (**TS just also really represents her values as a shopper and seller well**) But she first has to get her stuff sold and then really give it a lot of thought which bag she ends up buying.

Og så har hun snakketæjet i orden. Og så tror jeg godt at der er nogen der godt kan føler sig forpligtet til at købe. Og så nogle der tænker lad mig bare tage der der med. Men omvendt er der bare også noget i mig som siger at det der er forkert.

49:13 T: så det der med at bruge lang tid på at købe tøj, det er der jeg er nået frem til. Fordi det der med at bruge for mange penge det kan jeg ikke. Det er bare rigtig mange penge at bruge på tøj. Altså det er penge man kunne bruge på en rejse. Det er bare tøj. Jeg vil gerne gå klædt pænt men jeg er ikke den type som køber tasker for flere 1000kr. Men folk er jo forskellige. Det er jo bare smag og behag. Jeg må så sige at det er nok det jeg er nået frem til nu at hvis jeg får solgt nogle af de ting jeg har, så kunne jeg godt finde på at købe en lidt dyr taske. Men så gør jeg det gennem nogen jeg kender eller på TS eller Ebay. Der kunne jeg godt ofre 2-3000 hvis jeg vidste at den var langtidsholdbar. Men ikke på tøj. Jeg skal bare ha en lækker taske. Men så skal jeg jo tænke mig meget om. Og så skal jeg ha solgt alle mine ting. Jeg skal ha tænkt det godt i gennem.

51:13 J: er der noget af det miljøvenlige ved TS som du bliver fanget af?

The environmental aspect of TS is not something important for

sustainability/environmental awareness

51:15 T: nej, ikke pga. det miljøvenlige. Der er jeg altså ikke særlig interesseret. Jeg tror der er en lille gruppe som r tiltrukket af det der. Men hvad jeg ser mest af alt på TS er folk der er tiltrukket af mærker. Noget andet som du måske også ville synes var interessant er lige da jeg startede der havde jeg gået meget på lagersalg. Jeg kunne bare se at den gang kom jeg af med mange og jeg fik det også at vide af mange at jeg havde smarte ting. Men det har jo aldrig været chanel. De rigtig dyre mærker er normalt noget jeg har købt gennem nogle andre. Men jeg kom nemmere af med de dyre ting den gang. Hvor nu kommer jeg ikke af med det ligeså nemt. Med mindre det er de der mærker der er i lige nu. Isabel Marant kan jeg se nu er ved at smutte. Og det er lige pludselig kommet inden fro de sidste måneder. Folk gav totalt overpris for isalebl marant før og folk gik helt amok. Nu har jeg nok også være heldig og fundet nogle til nogle helt ok priser. Og jeg har nok nogle jeg gerne vil af med for det synes jeg er for mange. Jeg får dem jo ikke brugt. Men jeg ville jo slet ikke kunne få noget for dem nu.

53:34 T: man kan følge med i trends også på Ebay. Hvad jeg oplever fra dengang er at for bare nogle år tilbage ville folk gerne ha noget selvom det ikke var det dyreste af det dyreste men stadig godt mærke eller mellem mærker, hvis de ku få det til en god pris. Så fik jeg det jo solgt til en god pris. Hvis jeg havde det til salg nu kommer jeg ikke af med det. Så folk tror jeg inden for de sidste jeg ved ikke... en del år... men der er ligsom den der med at det efterhånden skal være sådan at vi skal alle sammen ligne hinanden. Vi skal allesammen kunne li isabel marant eller gestuz. Vi skal alle være ens. Og det som hitter det vil folk bare ha uden at mærke efter om det er deres stil eller god kvalitet. Det er som om det er ligemeget. Hvor nogle år tilbage var der lidt mere flow i de forskellige mærker. Den gang var det mere looket og kvaliteten. Men det er som om nu at det er blevet meget at det kun handler om de alder alder dyreste mærker såsom chanel. hvor jeg tænker at det er da helt vandvittigt at helt unge har råd til at købe de der ting altså hvor jeg så tænker det er helt vanvittigt. Det er jo sådan noget som chanel tasker til 30.000kr. og isabel marant. Jeg ved ikke lige hvad der ellers er. Jeg er ikke lige til dyre mærker. Nu kunne jeg bare ret godt li isabel marant. Det som jeg selv syntes var min stil om var sådan lidt rockn roll agtigt. Sådan har jeg altid været, men det er alle

her at all. She states that she believes it is only a small group of people who are attracted to that side. She mostly sees that TS people are attracted to brands.

She used to go to a lot of outlets, and would then sell her stuff, which was often a success and people complimented her on the stuff. But back then it was easier to get rid of these expensive brands. Whereas, now it is more difficult if it is not the correct expensive brand, which is in right now. Isabel Marant for example is about to disappear. People were giving overprice for Isabel Marant things before. She was lucky herself to find some skirts for a good price, but now she has too many and would like to sell them but that will be impossible now.

People were more willing to pay for a brand and good quality before. But now it is almost like everyone they have to look a like and therefore wear the same brands. Like before it was all Isabel Marant and Gestuz. Whereas back then before this, it was more about the look and the quality.

It was more by coincidence that she ended up having Isabel Marant because it fit her rockn roll style which she always has had, and then this was suddenly the look everyone wanted to have. People were just following a trend which ended up being the same. She has "always just followed herself".

- not of importance for her
TS brand
- luxury but also about what is in atm.
- D: for the discussion it is worth mentioning the strong identification Tina feels to the brand of TS and her anger towards the teenagers can be argued in as a threat to her use of TS and how she sees it - and she cannot identify with the teenager use of TS - suddenly becoming soemthig where she maybe doesnt have such a high capital

ligepludselig blevet. Og nu er jeg jo bare blevet mængden hvor jeg egentlig føler lidt at det er nogen der har gået med det samme som mig. Det jo ikke fordi det er mig der har sat den stil men det er bare en trend, hvor stilen måske var anderledes nogle år tilbage, så har folk fulgt den og jeg har bare altid fulgt mig selv. Men det er derfor jeg altid falder i med hvad man ser rundt omkring. Fordi det er åbentbart blevet stilen tilfældigvis. Nu kunne jeg så læse inde på nettet at det nu er mere om at vi ikke skal ligne hinanden. Det er sådan lidt, før sku man følge, og nu skal man gøre noget andet og bruge mange farver. Ikke købe det samme men skilde os ud. Så der kan man sige, der ved jeg ikke hvad folk gør.

57:15 J: københavn plejer jo at være god til at følge trends. Og det kan man så se i alle mulige forskellige former og farver men det er ofte bare en trend.
57:31 T: (... kan ikke høre hvad der bliver sagt...)
57:47 T: isabel marant nederdel den kan man lige pludselig finde i zara og alle mulige andre steder. Du kan godt se det ikke er det men designet er meget det samme. Og jeg tror måske også det er med til at gøre at jeg har lyst til at skifte nu, fordi, eller ikke skifte look, men have noget der er lidt anderledes, fordi jeg egentlig er blevet ret træt af at vi alle sammen ligner hinanden. Jeg synes egentlig altid jeg har skilt mig ud. Da jeg var yngre gik jeg slet ikke op i mærker. Der ville jeg bare være lidt smart og har altid fået at vide at jeg er smart og det gør jeg til dels stadigvæk. Jeg tror bare aldrig jeg har fulgt trends. Jeg har haft mit eget og købt hvad jeg synes er fedt. Og nu kunne jeg så bare tilfældigvis godt få Isabel Marant nederdel. Men ligepludselig ender du jo bare med at ligne alle andre. Og det synes jeg er sådan lidt kedeligt og intet sigende. Men hvor jeg bare kan se at specielt de unge, der er det der nu skal alle ha isabel marant nederdel uden at se må dem og nogle har også købt dem i den forkerte størrelse.
59:33 J: de får nok også bare noget ud af bare at have den. Bare det at den hænger i skabet.

But suddenly you can also find all the designs from the big brands in stores like Zara. She explains that she probably now wants to change her style a bit because she was always not the type of person that followed trends and had a different style. But now everyone has it. (**her style suddenly is not unique but also not exclusive because it is possible to get the design in stores such as zara and anyone can get it**) Isabel Marant suddenly became something the young people wore, even in the wrong size but just to have it. (**again we have this mentioning of the young people, whom she clearly want to distance herself from. The young people have thereby removed the symbolic value in an isabel marant skirt for her**)

But now that Isabel Marant is about to die it actually surprised her that there was not more for sale, but people probably only sell what they think is in at the

Simple living due to this??

TS brand

Price setting vs. Item sold

<p>59:35 T: det undrede mig bare at der ikke var noget til salg nu. Hvis det er ved at dø ud så kune man jo tænke at der er mange der ligge inde med deres nederdel. Men måske er det fordi folk tænker at det som de kan få for den nu er ikke hvad de ellers ville ha solgt den til. Og det er måske derfor at der var så mange til salg på et tidspunkt fordi man kunde få langt over 1000kr for den. Hvor nu hvis man ved at man kun kan få 600kr så er det måske ikke det værd. så tænker jeg lidt at så meget vil jeg måske ikke af med dem. Det er jo en fin nederdel, jeg vil jo ikke bare af med den for hvilken som helst pris. Jeg har bare flere af samme slags. Og når du så gerne vil skifte look og ikke ligne dig selv så får du jo ikke brugt din nederdel. Altså hvis du ikke skal ha nederdel på... det er måske derfor jeg gerne vil af med den. ikke fordi den fejler noget men måske fordi jeg bare godt kan se at den får jeg ikke brugt. for hvis jeg skal ha nederdel på jamen så ville jeg nok vælge en af de andre. Men altså hvis jeg ikke kan få noget for den. Den er trods alt fin. Det er nogle fine nederdele. Men jeg kan kun se at der for.. at de ikke er til salg ligepludselig. Folk ahr jo et hav af dem. Jeg ved ikke hor de blir af.</p>	<p>moment and if they can only get 600kr for the skirt then maybe it's not worth it. She doesn't want to get rid of it that badly. She can see that she doesn't use it because she has other similar skirts but if she can't get enough for it then she will keep it. "it is after all a nice skirt"</p>	
<p>1:01:30 J: det tror jeg er en meget god pointe. Det at det ikke bliver solgt til det rigtige.</p> <p>1:01:37 T: og så kan det godt være på et tidspunkt at det går helt af mode. Men jeg tror stadig der er en eller anden form for interesse. Nu ved jeg forresten hvad det var en der havde budt rigtig billigt på. Det var ikke de der cykelbukser. Den var der også men det var ikke helt ligeså grotesk. Det var en skjorte fra isabel marant. Som godt nok også var en ældre model og den fejler ikke noget. Og det var også noget med 200 kr. Og der vurderede jeg så at så meget vil jeg jo ikke af med den.</p> <p>1:02:22 J: var det en du selv havde brugt meget?</p>	<p>She suddenly remembers the item she talked about earlier which someone had made a disrespectfully low bid on. It was not the bikeshorts, it was an isabel Marant shirt. An older model but there was nothing wrong with it. And the buyer wanted to give 200 kr and there Tina valued that then she would rather keep it. (subconsciously putting an economic value on her identity)</p> <p>She barely used the shirt. Had</p>	<p>price setting vs. Item sold</p> <ul style="list-style-type: none"> - seems like when they have first set their mind to a price then too much below can be seen as an insult - seems more like a principle than an a "rational" price setting

1:02:22 T: Nej, det er derfor jeg har valgt at sælge den. Jeg ved egentlig ikke helt hvorfor. Jeg så bare at den hang inde i skabet og tænkte netop at den fejler ikke noget den er faktisk rigtig pån jeg har bare ikke brugt den. Og jeg tænkte så at hvis jeg nu får den sat til salg, og jeg tror jeg satte den til salg for 350kr. Så ved jeg godt at folk nok ville byde lidt mindre og jeg kunne nok godt finde på at sælge den lidt billigere, men så tænkte jeg at så har jeg i hvert fald 300kr til at ligge i puljen hvis jeg skal ned og handle i den der butik. Men 200 inkl porto så har jeg omrking 150kr for en skjorte fra et rigtig godt mærke og kvaliteten er bare i orden. Det er sådan noget silke som føles som h'r men det er faktisk silke. Så tænkte jeg så er det lige meget. For den er stadig fed til jeans den der skjorte. Og med sådan noget vil jeg ikke gå så langt ned. Men var det noget andet hvor jeg tænkte den får jeg nok ikke brugt så ville jeg nok godt gøre det. Men det var også en fra nordjylland og ikke særlig gammel. Og som så sikkert bare tænkte ej så kan jeg få en isabel marant skjorte til 200kr det kan man ikke engang i H&M. Og der tænkte jeg at der må man godt være lidt mere fair. I hvert fald byd 250kr så porto er dækket. Så der sagde jeg bare nej. Jeg gider slet ikke prøve at forhandle. Det er for latterligt. Jeg synes jo i forvejen at jeg solgte den til en god pris. Så det er der hvor jeg tænker at der skal man altså have lidt mere respekt eller pli, og tænke at det er jo faktisk et rigtig dyrt mærke i lækker kvalitet. Altså hvem kan få en silke skjorte til 200kr ikke? Som faktisk ikke fejler noget. Selvfølgeli har den været brugt nogle gange.

1:04:29 J: den kunne måske ligeså godt være prøvet på i en butik.

1:04:32 T: ja ja lige præcis. Jeg tror det eneste der var, var en lille tråd der har lavet en lille bobbelt ved, men det kan også være det bare er stoffet for det er sådan et sjovt stof. For det er lidt nubret lidt lisom hør. Altså h'r er jo heller ikke helt glat. Og det har jeg taget billede af men det er mest af alt fordi jeg ikke vil ha at der er nogen der skal komme og sige at mine ting ikke er i orden. Så jeg har bare taget en billede af det og man kan slet ikke se hvad det er. Det kan sagtens være stoffet. Der er ikke nogen huller eller pletter. Den er helt intakt. Og så synes jeg altså det er lidt for lavt. Og havde det været 300kr inkl porto so tror jeg faktisk godt at jeg havde solgt den. For så ville jeg være af med den og kunne så få noget andet i den der pulje.

seen it in her closet and thought that it was in perfect state. and thought that 300kr was pretty good for the savings pool for buying something new at that store. But 200 incl. porto was too little for something from such a good brand and good quality.
(then she would rather keep it as part of her personality) Again she compares it with H&M and says you cant even get it in H&M for that price **(implying that she doesnt want to put herself down to the level of H&M)**

She explains that the fabric was this kind of rough silk so maybe it could look like there was a loose thread in it but probably it was just the type of fabric.

She thinks there should be a limit to the craziness, regarding the low bidding. 300kr would have been fine but 200 no way.

Men der har jeg det også sådan lidt at der skal være måde med galskaben. Og jeg ved godt at det er sådan der er på trendsales at man byder så lavt som muligt. Men jeg synes stadig at man skal være fair. Og der har jeg det sådan lidt så meget skal jeg heller ikke bruge 200kr.

1:05:54 J: Det synes jeg du har meget ret i. Det kan godt virke lidt useriøst
1:06:00 T: ja det er nemlig useriøst!
1:06:03 J: er der noget på trendsales du ville ændre? eller hvis du skulle give et råd til dem for at gøre det bedre for sælgere?
1:06:10 T: altså selve designet?
1:06:17 J: ja designet eller deres chat muligheder melem køber og sælger
1:06:22 T: nej, jeg synes geentlig at det fungerer fint. Men jeg synes at de skal gøre noget ved det der med at f.eks. på ebay, det har jeg oplevet - dem her har jeg købt på ebay i øvrigt (*viser sine isabel marant sko frem*) fra frankrig og de var helt nye men jeg betalte stadig 1900kr. Men det er også fordi jeg havde sparet op til dem og det var så det ene par jeg skulle have. Men jeg har oplevet at jeg kunne få godt nok billige sorte fra england til 900kr. Jeg undrede mig godt nok over det. Men så tænkte jeg at hvad ved jeg. Altså havd det være 200 kr så havde jeg godt lugtet det and den var galt. Men 900kr så tñkte jeg at det kan være at der bare er nogen der gerne vil af med dem for 900kr er jo stadig ikke småpenge. Så endte jeg med at købe dem. Så da jeg fik dem hjem, der var jeg... jeg havde fået dem hjem til mine forældre som bor i århus. Jeg var så hjemme hos mine forældre og havde jo dem her på tor jeg nok og så står jeg så lidt med dem. Og min mor hun er også rimelig skarb. Min mor hun går ikke i mærker men hun er ret smart. Men de så bare lidt anderledes ud. Jeg kunne ikke helt finde ud af hvad det var. Og så kiggede min mor på dem Men hun var bange for at gøre mig ked af det ved at sige at de var fake. Men omvendt så siger hun så om... ej jeg kan ikke helt huske hvad det var... om hun prøvede dem på eller hvad det var. Hvor at hun sagde til mig at jeg skulle prøve at hente den anden og så kunne vi jo se at det var for det første under sålen. så vil jeg sige at det var en riktig fin kopi. Og inden i kune man også se at der hvor der strp isabel

she explains that her mother is very practical and smart with these things. She also doesn't wear brands but she has a pretty cool style. (**This could hint where she gets her dislike towards overspending on brands, but then again because of other fields she still wants to have the nice brands**)

Habitus

- not brand focused family but smart around their spending.
- D: It seems though like her group of friends are more fashion oriented (or at least were). Management of these two contradicting identities is done through TS. It's ok if she buys more expensive things when she can sell it again, plus she got stuck in the clothing-exchange trade where she could act as both buyer and seller making smart choices
- D: simple living/not splurging - symbolic capital containing

marant det stod ikke på samme måde og sålen var skumgummi et eller andet. Og de her de er sådan rimelig tunge så vi prøvede at veje dem og det var sådan noget med 200gr forskel stykket. Og det er jo rimelig meget. Så tog jeg billede og så var jeg jo rigtig heldig at jeg havde de her. For så tog jeg jo billede af den sorte kontra denne her, og de var samme størrelse men denne her var meget større. Den var jo egentlig helt ok at have på den var bare fake. Altså. Jeg tog billede mens de stod ved siden af hinanden og på vægten. Og sendte det så til Ebay. Eller først havde jeg selvfolgelig skrevet til sælgeren og sagt "dine støvler er fake" og hun svarede selvfolgelig ikke. Og så skrve jeg til ebay og der gik jo bare 24timer og så havde jeg fået det fulde beløb plus porto. Det kostede mig ikke en krone at have købt en fake støvle. Og så tog ebay alt postyret op med dem der havde solgt dem. Men det var intet jeg skulle lide under. Og jeg har prøvet også på ebay at købe en tshirt fra isalbel marant hvor der var et lille hul i og hun havde skrveet at den var næsten som ny. Og den var hvid så alt var jo rimeligt tydeligt. Det var i syningen hernede hvor den var gået op. Selvom det bare var 100 kr så er det da stadig 100kr og hun havde skrevet at den var næsten som ny. Og den var helt gået ud af facon. Jeg ville ikke engagn kunne sælge den selv. Og jeg ville ikke gå med den. Så det var det samme med ebay igen. 24 timer og så havde jeg pengene. Det er meget imponerende. Og det gør at man tør handle. For hvis man køber noget som ikke er i orden og du kan dokumentere for at det så er der ikke noget pis. Så længe du kan vedhæfte billede og dokumentere. Men de svarer med det samme. Jeg tror også at det handler om at de har flere eksperter hyret så de kan godt se at det er en fake støvle. Men de kan også godt se på en synign at det ikke er ok. Og det kunne jeg egentlig godt saven lidt på TS. Det der med at de siger selv at bud er bindende. Men det er der bare ikke nok der tager seriøst. Og hvis jeg så skriver til TS kan jeg vælge mellem at de skal gi en anmeldning men det er de da ligeglade med. hun vil da stadig købe og gøre hvad hun vil. Der kunne jeg godt tænke mig at der var en eller anden konsekvens. Især når det er at vi betaler medlemskab, så kunne jeg godt tænke mig at de gik ind og dækker det som ebay gør. Det er der nogen der siger at de gør. Men det har jeg ikke erfarring med. Men jeg torr det er meget mere bøvlet med TS. Jeg kune godt savne den der måde man byde inde på ebay.

Man byder på en anden måde. Man trykker på et navn og så lægger du dit bud ind og så skal du betale gennem ebay. Og der er et eller andet at hvis du ikke gør det så går ebay ind og kan vist godt smide dig ud. Og jeg kan mærke at den måde de kører det på også i forhold til, er jeg ikke i tvivl at du går du ind og ligger et bud og betaler ikke så hører du fra ebay på den ene eller anden måde. Og du slipper ikke. Og jeg kunne godt forestille mig, det er ikke sikkert, men at man bliver taget af ebay. Men en mail om at det er for dårligt det hjælper ikke. Der kunne jeg godt forestille mig at ebay bliver ved med at tage fat i dig. Og siger næste gang ryger du ud. Det kunne jeg egentlig godt savne på TS. Det er lidt irriterende at sælge VIP "så har du ret til ditten og datten" og bliver lovet lidt at blive betalt og sikret hvis din handel går galt. Og nej det gør de faktisk ikke. Der sker ikke noget ved det. Jeg synes du får mange standard svar når man skriver til TS. Og de gider ikke læse hvad jeg faktisk sælger. Det er tydeligt at de ikke har læst hvad jeg skriver. Men der sker jo ikke noget for nogen hvis du ikke betaler eller godkender.

1:15:03 J: så er det kun et problem mellem køber og sælger?

1:15:04 T: så er det igen din egen moral. Jeg har nogle gange budt på noget hvor jeg efterfølgende har tænkt ej det sku jeg ikke ha gjort. Men hvor jeg jo godt har vidst at nå men det må jeg jo bare gøre. Og hvis jeg ikke går med det så må jeg sælge det igen. Jeg har ikke budt på noget som jeg ikke har...eller så har jeg i hvert fald kunnet snakke mig udenom det. Men jeg mener nu heller ikke at jeg har prøvet at sprge fra. Men så ville jeg i hvert fald ha kontaktet dem og spurgt om det var i orden at jeg springer fra fordi jeg lige har opdaget noget osv. Og så er folk normalt ret large. Men sådan en som ikke vil svare det gør mig ret irriteret. Så kunne jeg da godt forestille mig at kontakte TS. Hvis hun havde skrvet og sagt undskyld så havde jeg jo nok bare tænkt "Ok fuck det. Lad os komme videre i tilværelsen".

She explains that there is so much left up to the moral of the buyer and the seller. And both parts have to show each other respect. There are just some things you do and things you dont do. But if a buyer changes her mind then a simle apology is fine and then it's all good. But ignoring my messages makes her want to contact TS. This woman was 2 years younger than Tina but she still feels like it is mostly the young ones who act like that.

She would like TS to do something about that kind of situation so the seller dont waste so much time. There

seller-buyer relations
+
use of TS
- the moral of TS

1:16:00 J: så får man igen også lidt den der respekt via en forklaring eller et svar
1:16:08 T: Ja det er jo det. Det der med at man bare bliver ignoreret der kan jeg godt blive sådan lidt... jeg sidder og bruger min tid på noget som du så bare lader som ingen ting. Og ikke engang gider gøre sig den ulejlighed at sige at hun har fortrudt det eller noget. Der er det igen den der pli.. men hun var jo så faktisk 2 år yngre end mig. Så det er altså ikke kun de yngre der laver den der. Men det synes jeg bare altså.. Man skal bare ha pli nok til ligsom at stå ved. Det er måske en mindre sjov mail men det bliver de jo nødt til når de har lagt et bud og bare bide i det sure æble.
1:16:54 J: Ja så lang tid tager det jo ikke.
1:16:58 T: sådan noget kunne jeg godt tænke mig at TS gjorde noget ved. Når man sidder i den situation som sælger og sidder og venter og så tænker man lidt om jeg bare burde finde på noget andet at lave. Du ved bare at den mølle du skal til at gå iegnnem det er alt for besværligt. Du får ikke noegt ud af det. Og der bliver ikke nogen konsekvens. Så har jeg det sådan lidt.. er det ikke bare tidssplide. Der kunen jeg godt tænke mig at der var noget... eller køre på at man skal betale.. men en sikring bla bla. Og selvfølgelig skal man kontakte købere først. Det er det eneste fair. Men det er lidt tungt.. **1:20:05** altså så skriver man til dem og får et standard svar at ønsker du at give en thumbs down til vedkommende eller skal vi give dem en reprimante. Men der sker jo ikke noget ved det.

should be a consequence. But even if she complains to TS then she also just gets a standard reply back.

1:21:14 T: På ebay skal man betale gennem pay pal og så skal man betale sådan et ekstra beløb. HVor på trendsales så går mange af handlerne gennem mobile pay. Folk er meget godtroende og det er lidt det der er forskellem mellem de to ting. de flester er egentlig ok med at handle og tænkt hvis du betaler 400kr på mobile pay du har jo ikke nogen garanti for at folk de sender hvad de lover men jeg har nu ikke oplevet.. eller.. de fleste vil gerne gøre det. Så jeg tror egentlig at der er en rimelig fornuftig moral omkring tingene. Folk stoler mere på hinanden. Der har så været en eller to hvor de har sagt at det vil de helst gennem TS handel og det er så også fint nok. Men på ebay skal du handle gennem ebay. Og der bliver jo solgt utroligt mange ting og hver gang tjener ebay på det. Så det betyder jo også at de har mange flere penge så når man køber noget der er fake så har de nogle helt andre beløb at gøre godt med. Og jeg tror også det er derfor at de er ligeglade med om de skal give mig 1000kr for et par fake støvler. For de kan jo se at jeg har handlet der nogle gange. Og jeg tror mest af alt ikke at de ville have deres renomme ødelagt, i og med at jeg ville gå videre og sige ebay er noget lort og det er fake. Og så tror jeg også at 1000 kr er et relativt lille beløb. Men for mig er det jo mange penge og jeg bliver jo glad når jeg får mine penge med det samme.

In ebay everything goes through paypal whereas in TS it is often done through mobilepay. People are very trusting in TS. Which she calls a pretty good moral.

But also because of that reason, then ebay probably has a bit more money to work with, so for them 1000kr back to me isn't a big deal in order to keep their image.

seller-buyer relation
- Trust

Så er der det der med useriøse bud, der kan man jo godt lave en konsekvens, men igen det tænker de også på. Men så kunne de jo true med at smide folk af. Så kan det være at de mister nogen kunder men så lægger folk nok kun bud op som de virkelig mener. For jeg tror geentlig at folk de ville blive ved med at handle selvom de føler sig "true" og så byder de kun på de ting som de egentlig gerne vil ha istdet for bare at smide bud fra højre og venstre. Tingene går så hurtigt og "like like" og hun har sikkert bare tænkt at der var en der havde budt og det havde jeg sagt nej til og så har hun sikkert sidset og tænkt at "250 så prøver jeg det og hvis hun ikke vil det så har jeg prøvet" og så sagde jeg bare ja for jeg havde tænkt at det er jo også fint for en tshirt. Men så siger jeg ja med det samme og det havde hun måske ikke lige forudset. Men der er det sådan lidt at der må man tænke sig lidt om før man byder. Det ville jeg gøre.

Again she talks about how the unserious bids should have consequences. Something like being threatened by TS of being thrown off. So people don't just sit and "like like like" and instead actually give it some thought what they bid on.

Seller-buyer relation / use of TS

Så det er nok det eneste ved TS. Ellers kan jeg egentlig godt li den måde det er sat op på. Eller jeg kunne godt tænke mig at der ikke var så mange reklamer.	She would like there to be less commercials.	
<p>1:28:16 T: og så, og det er måske personligt, men jeg er rigtig træt af de der der kommer opude i siden med at de tjener penge på SMS beskeder. For det er altid de samme beskeder. Selvfølgelig skal det være der men jeg tror vi er flere der er ret irriteret over at det er der. Du kan selvfølgelig bare lade være med at kigge på det men jeg synes der er gået lidt i det... hmm.. det er fint hvis du bare skriver de mærker du har til salg men det er belevt meget sådan noget med "Hjælp jeg skal giftes og skal rydde op i mit klædeskab". Hvor jeg så tænker, hvem er interesseret i at du skal have penge til dit bryllup. Det er jo ikke derfor man sidder og køber på TS. Du er der fordi du selv mangler noget ikke fordi du vil hjælpe andre. Og der kan jeg godt blive lidt irriteret og det er måske bare mig men jeg har også snakket med flere andre som synes det samme. Det er så meget latterlige smser. Der er gået lidt for meget uprofessionel tone i det. Eller sådan noget som "hjælp jeg skal flytte sammen med min kæreste" sådan nogle ligegyldige informationer med hvorfor folk vil sælge. Jeg er fuldstændig bedøvende ligeglæd med om der er nogen der skal giftes. Det er ikke derfor jeg er der. Ikke for at hjælpe nogen. Hvem går ind år de ikke ved hvad der blive solgt. Sådan nogen beskeder har taget lidt overhånd. Eller "Byd hvis du tør". Jeg har også gjort det selv men jeg synes ikke jeg fik nok ud af det. Jeg får mere ud af at genoprette annoncerne. Og jeg tror lidt at det er fordi at dem der handler gennem det der sms noget det er ikke folk som vil betale for dyrere mærker. Det er folk det vil gi 50kr for en kjole. Det er måske dem det klikker bedst med. Jeg tror dem der ved hvad de vil ha de hverken læser eller klikker på smserne. Jeg synes det gør lidt ved standardet af TS. Og for mig er TS dyre vare som du kan få til gode penge og hvis folk skriver sådan noget så bliver det lidt sat ned på et niveau hvor det i hvert fald ikke er isabel marant. Altså det er jo sådan nogen som er sådan "hey jeg har lige en vero moda tshirt til en 10er". Altså jeg synes bare.. det virker lidt discount. Det er ikke fordi der ikke skal være plads til at sælge andet end de fine ting jeg synes bare at TS er lidt mere at man vil sælge noget lækkert og ikke ligesom et loppemarked. Og så er det typisk de samme navne der kører</p>	The sms service in the side is a big dislike for her. Of course you can just ignore it. She finds it annoying because people use cheap sales tricks. And instead of mentioning the brands or clothes they have, they just focus on the cheap price or write personal things (i.e. i am getting married and need to clean up, bid if you dare or i am moving in with my boyfriend). She does think this is fitting for Trendsales. But these people are probably, according to Tina, the people who sell very cheap things and the people who click on it just want to buy cheap things. "It seems a bit discount". TS is for her more a place to sell nice good brands and not like a fleamarket.	TS brand

igen og igen på det der sms.. Jonna et eller andet. Og jeg tror bare generelt.. eller jeg har snakket med nogen på trendsales og alle kende hendes navn. Men de kender kende ikke pga. hendes varer men fordi hun sender de der smser.

1:35:05 J: hvordan snakker du med andre fra TS?
1:35:05 T: Det kan være hvis f.eks. man.. hvis jeg har lavet bytte handler, så begynder man at snakke lidt mere. Men et hurtigt salg af en tshirt så er det bare videre. Men når man skal bytte jamen så møder man måske hinanden i lidt længere tid og snakker lidt mer eprivat. Og det er jo også hyggeligt. Men det er mest med byttehandler. Og så begynder man at følge med hinanden. Så har jeg lært nogle at kende gennem det. Men jeg har snakket med flere om hende her Jonna nede fra sydsjælland som sender de der smser. Men der er ingen der kender hendes varer. Det burder være en eller anden limit på hvor mange man kan sende for det er altid det samme.
1:37:32 J: jeg har også virkelig overvejet hvem det er der bruger de her smser

During exchange trades she has had more communication with other traders and with some of them they have slowly gotten to know each other on a more friendly basis. Which is quite nice.

But they agree that there should be a limit or controls on what you can write in that sms funktion.

But basically she sees it as only cheap and old clothes that are being sold through the sms function. Plus, these people according to Tina have no understanding of what is

TS brand + Items sold

<p>1:37:32 T: ja men jeg tror det er folk som sælger lidt billigere og gamle varer. Det fejler ikke nødvendigvis noget men dem der bruger det der, det er nok ikke nogen som har noget de fleste gerne vil ha. Altså hende der Jonna hun reklamerer for at alt hendes tøj er så billigt. Men det er sjovt når man så gor ind på hendes annoncer så sælger hun faktisk ikke så billigt. Så er det f.eks. en munthe plus simonsen trøje til 500kr. Og ja den er i helt fin stand og ingen huller eller noget men den er jo gammel. Det var jo sådan noget der var moderne for 20år siden. Og det hænger hun altså stadig fast i. Og det irriterer mig lidt. For det stemmer jo slet ikke overens med hendes sms. Hun virker også bare som typen som kommer lidt ude på landet fra og bare bruger rigtig lang tid på at sidde og snakke frem og tilbage.</p> <p>1:43:59 T: jeg tænker lidt at jeg bliver sat i samme bås som hende der jonna hvis jeg også begynder at sende SMSer. Så det er lidt som om TS har skudt sig selv i fodden ved at lade Jonna sende de her SMSer hele tiden. Jeg gider ikke være den bruger der er derude. Nu er det bare en hvis type der kører derude. Jeg synes måske bare de burde fjerne det og holde sig til at det er salg af lækre ting. De kan jo selvfligelig ikke stoppe det men de behøver jo ikke gøre det så tydligt.</p>	<p>modern at the moment. Like you see them sellign a Munthe Plus Simonsen shirt for 500kr which was fahsionable 20 years ago.</p> <p>Of course TS cannot stop this but they dont need to make it so obvious with the sms service.</p>	
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AMALIE		
Transcription	Meaning Units	Themes
<p>00:12 J: det er jo noget helt andet (<i>Refererer til at hun lige har fortalt at hun læser Marinebiologi</i>)</p> <p>00:12 A: Ja men min kæreste læser også på cbs.</p> <p>00:14 J: ok hvad læser han?</p> <p>00:14 A: han har læst en bachelor i økonomi og så har han startet sit eget firma.</p> <p>00:22 J: ok hvad hvor et firma?</p> <p>00:22 A: Bomedo... jeg ved ikke om du kender det. Det er sådan et plakatfirma der laver patent tegninger og grafisk arbejde.</p> <p>00:31 J: hvad kaldte du det?</p> <p>00:32 A: Bomedo.</p>	<p>She studies marine biology, her boyfriend studies economics at CBS and has started his own company. A poster company called Bomedo.</p>	<p>Biographical</p>
<p>00:41 J: du skulle ikke ud på cbs ligesom ham?</p> <p>00:44 A: jeg har overvejet cbs. Jeg har også overvejet arkitektur og så biologi. Så jeg har været gennem lidt af det hele.</p>	<p>She has also considered CBS but just like she also considered biology and architecture.</p>	<p>habitus</p>

<p>00:54 J: hvordan skal man så lave bachelor inden for marinebiologi?</p> <p>00:59 A: Det er så bredt. Man kan.. jeg havde snakket med en igår som var på zanzibar og skrev om e-tourism og filmede. Så er der folk der tager algeprøver ude i nordhavn herhjemme. Altså der er mange forskellige ting.</p> <p>01:23 J: så du skal ikke ud og lave en masse interviews?</p> <p>01:27 A: ofte har vi også interviews. Sån med ecotourism skal hun jo også snakke med folk der har selskaber her, folk der sender folk ud.</p> <p>01:55 J: hvor er jeres campus?</p> <p>01:57 A: Det liger lige ved zoologisk museum. Og ved tagensvej. Så alt indenfor det mellem parken og hospitalet og zoologisk museum det er universitets parken.</p> <p>02:22 J: det vidste jeg slet ikke.</p> <p>02:31 A: der har været det der kæmpe byggeri som er</p>		
<p>02:47 J: hvor lang tid har du været bruger på TS?</p> <p>02:48 A: det har jeg... jeg kan faktisk ikke huske det.. det er flere år. Jeg tror jeg blev det i gymnasiet. 10 år eller sådan noget. Mellem 6-10 år.</p> <p>03:10 J: hvor gammel er det du er nu</p> <p>03:11 A: 22... ej så kan det ikke være 10 år. 6 år måske</p> <p>03:21 J: men det er også lang tid. Har du været aktiv gennem hele perioden?</p> <p>03:24 A: jeg har altid haft noget på. stort set.</p> <p>03:29 J: og så betalende eller ikke VIP?</p> <p>03:30 A: nej, det er faktisk lidt et tilfælde at jeg stadig er VIP. for jeg havde en masse tasker til salg for 1,5 år siden. Som jeg gerne ville ha bare fornyede sig selv, og så tilmeldte jeg mig der. Og så har jeg prøvet at melde mig fra men den gider ikke registrere det. Så det er faktisk først da du skrev at jeg opdagede at jeg stadig betalte for det. Så jeg har prøvet at melde mig fra nogle gange. Så tak for det (<i>griner lidt over det</i>).</p>	<p>she has been a TS member for about 6 years. And active through all the years. But only VIP for the last 1,5 years.</p> <p>She had some expensive bags which she was sellign so VIP was smart so she could refresh the posts.</p> <p>But she actually had forgotten that she was still VIP and just realized when i wrote to her. But cannot figure out how to unregister. (kind of an indication that she doesnt really think about the monthly amount too much)</p>	<p>Motivation to join TS and VIP</p>
<p>04:11 J: ok men det var fordi du gerne ville sælge nogle tasker først? var det nogle dyre tasker?</p> <p>04:17 A: det var sådan noget chanel taske, belenciaga og stella mccartney og så havde jeg en masse tøj. Og tøj tager lang tid at sælge. Så både fordi jeg havde dyrt jeg gerne ville</p>	<p>The expensive bags she wanted to sell were from Belenciaga, Chanel stella mccartney. And then she also had a bunch of clothes. Clothes take a long time to sell and the bags were expensive and you can upload 6</p>	<p>items sold</p>

<p>af med og fordi jeg havde noget tøj som jeg ellers skulle aktivt inf og fornye hver måned.</p>	<p>pictures as VIP which is useful when it is something for a lot of money.</p>	
<p>04:58 J: men synes du at det hjælper at man er VIP når man skal sælge dyre ting?</p> <p>04:59 A: det mest fordi man kan ha 6 billeder i stedet for 2. Så i stedet for at jeg skal bruge masse af tid å at jeg skal sende smser med billeder hver eneste dag. SÅ kan folk se det hele og så håber man på at komme af med det hurtigere. Og så er det lidt ok at betale for det.</p>		
<p>05:30 J: Er det så ting du selv har købt eller fået</p> <p>05:33 A: det er ting jeg selv har købt.</p> <p>05:39 J: hvordan har du haft råd til det?</p> <p>05:52 A: jeg var ude for en ulykke hvor jeg fik nogle forsikringspenge. Og så køber jeg ikke så mange ting men så køber jeg halv dyrt.</p>	<p>It is all stuff she has bought herself but with insurance money from an accident she was in. And when she goes shopping she buys few things but expensive.</p>	<p>consumption habits</p>
<p>06:03 A: så har jeg solgt dem og købt en ny for dem. Så ikke brugt mere men haft spdan et lille regnskab.</p> <p>06:16 J: har du så lagt pengene ind på en konto?</p> <p>06:22 A: jeg har et excel ark. Jeg holder øje med hvad jeg har solgt. Tit så er det en billedramme til 20kr så går der 20 kr ind og så går der en måned. så istedet for det så er det fedre at have det samlet til et større beløb. Jeg er også meget med tal. Så jeg kan godt li at holde budget.</p>	<p>She has then sold them and bought new bags for the money.</p> <p>She even keeps a little excel document where she keeps track on what she has sold. So a small amount of 20kr is saved and not just used. And she thereby ends up with a bigger amount at the end of the month.</p> <p>She likes to keep a budget.</p>	<p>profit use - very organized - no stupid splurging on non-calculated purchases</p>
<p>06:50 J: hvordan er du ellers som forbruger når du er ude og shoppe?</p> <p>06:51 A: jeg shopped riktig meget da jeg var yngre. Alt for meget. Og havde et stort værelse hos mine forældre og det var bare fyldt med ting. Det kunne bare opbevare så mange ting. Det var helt vildt hyggeligt. Og så flyttede jeg til Fiji hvor jeg bpede i en kuffert i et halvt år og fik lisom øjnene op for at jeg ikke behøvede meget mere end der var i den kuffert. Og så kom jeg hjem og siden da så gik det virkelig amok ed TS. Så forsøgte jeg at komme af med alle de ting som jeg ikke synes jeg havde brug for.</p>	<p>As a consumer she used to buy a lot of cheap things when she was younger. "Too much". She had the place for it at her parents place. But then she moved to Fiji and lived out of a suitcase and realized she didn't need so much. That is when she really got hooked on TS. (life transition, change in life values - allowed to be fulfilled by TS)</p>	<p>consumption habits / simple living</p>
<p>07:31 J: hvad var det der gjorde at der var nogle ting du solgte og nogle ting du beholdte?</p>	<p>She decided to sell everything that she had not worn for 1-1,5 years.</p> <p>As a biology student she also tries</p>	<p>simple living sustainability / environmental awareness</p>

<p>07:35 A: jeg ville sælge alt jeg ikke går med og ikke havde fået med i et år. eller et halvt år.</p> <p>07:46 J: Der var ikke noget du beholdte som du ikke havde fået med i et år?</p> <p>07:55 A: Jeg havde en del med mærker i stadigvæk. Og nu læser jeg til biolog og går meget op i... efterhånden.. ikke at have for højt forbrug. Og ikke at smide ting ud. Så jeg har doneret noget til rødekors og været nede i H&M som har et system hvor man kan komme med det. Og så har jeg prøvet at sælge de ting på TS.</p>	<p>to keep her consumption level a bit down. And not to throw too much out. She has also donated to redcross and given the fabric to H&M.</p>	
<p>08:28 J: det som du sælger på TS og ikke giver til rødekors, er det fordi du vurderer at det er mere værd?</p> <p>08:38 A: at andre kan få glæde af det. Og det kan bruges. Det kan også bare være en nederdel fra H&M. Hvis jeg aldrig har brugt den, så vil jeg hellere lige prøve at sælge den først. End at lade den.. og vide at der er andre der kan bruge den end at skille mig af med den hvor den bare bliver smidt ud alligevel.</p> <p>09:03 J: hvad er så forskellen mellem at give det til Rødekors og TS? Ved rødekors er der jo også mulighed for at tøjet bliver købt af nogle andre og kommer videre?</p> <p>09:18 A: tit hvis det er ting som jeg ikke selv ville gå i... Jeg ville ikke selv gå i røde kors. Så det er mere vil nogen i rødekors købe det.. hvad er målgruppen. Hvis det er meget ungts så bliver det nok ikke solgt i Rødekors. Så er det nok.. jeg ved ikke om det er logisk. Der har jeg tænkt at nogle ting giver mening og andre ting giver bedre mening at sælge det. Plus så er jeg studerende så det kunne være fedt at få en lille skilling for det.</p> <p>10:00 J: det forstå jeg da godt. Der er nogle ting som er i god stand og som jeg har givet til Rødekors fordi jeg ikke føler jeg vil kunne sælge på TS.</p> <p>10:31 A: det er også hvis det er et mærke så har jeg bare et indtryk af at det er det folk går efter. Folk vil gerne ha at der er et mærke i. Hvor i røde kors vil de alligevel bare sælge det til 20kr. Så kan man ligeså godt selv få en fortjeneste og så bare donere nogle ting som fra H&M osv.</p>	<p>the stuff she sells on TS is stuff she believes others will be able to enjoy and is still useful. Also a skirt from H&M if she has never used it. She likes to know that it will be used and not just thrown out.</p> <p>The difference between TS and red cross is that she would never go to red cross to shop. So she doesnt think people who go to red cross would wear what she has. It is a different "target group". (indication that people like to sell their stuff to people that they are alike. Maybe also a matter of that she feels that her clothes deserve more than what a red cross customer could give it. Maybe some social capital through the buyer.)</p> <p>Plus it is of course nice to get a little extra money as a student. (here it almost seems that the social capital exceeds the economic capital)</p>	<p>Items sold</p> <p>TS vs charity (related to item sold)</p> <p>Buyer profile</p>
<p>10:55 J: Er der andre fra din familie eller venner som bruger TS?</p> <p>11:03 A: hmm jeg tror der er nogle af mine veninder der bruger det. Men det er ikke noget jeg har snakket med dem om.</p> <p>11:11 J: Du er den eneste gavede bruger?</p>	<p>she might have some friends who use it. But its not really something she knows. She doesnt really get any feedback when she tells about TS. (no direct capital in TS amongst her friends and</p>	<p>Field - no use of TS</p>

<p>11:16 A: Det ved jeg faktisk ikke. Jeg har nogle gange fortalt at jeg har solgt noget men jeg synes ikke jeg har fået noget feedback. Jeg ved ikke om det bare er noget man ikke snakker om.</p> <p>11:32 J: det er ikke noget du aktivt fortæller dine veninder når du har fået et rigtig godt salg igennem?</p> <p>11:42 A: Nej det gør jeg ikke.</p>	<p>family - maybe more an indirect social capital of it being better to be associated with TS buyers than a homeless)</p>	
<p>11:44 J: Hvis du så har fået et rigtig godt salg igennem er det så lidt en sejr?</p> <p>11:55 A: ja det kan man godt sige. Jeg har arbejdet som sælger i butik i flere år. Så jeg kan godt li at sælge. Jeg har min egen lille butik kørende. Jeg kan godt li kontakten med en kunde eller en der gerne vil købe. Jeg kan også godt li at pakke det ind og sende det med markat på. Men nu er det også.. der er ratings på derinde. Det er ikke noget jeg går meget op i eller bruger tid på, men jeg går op i at folk er glade hvis de har købt noget hos mig.</p> <p>12:42 J: får du nogensinde feedback fra købere?</p> <p>12:45 A: ja men det gør man kun når man har købt via TS handel. Hvor efterhånden synes jeg folk spørger om vi ikke bare kan tage den over mobilepay. Og så har man ikke mulighed for at sige hvem der har købt den og så kan man ikke give feedback. Men jeg har fået feedback fra 5-10.</p> <p>13:13 J: hvad med over sms bare privat?</p> <p>13:20 A: ja ja ja.. jeg har.. enten skriver jeg at de godt må skrive når de har modtaget det. Jeg tror aldrig jeg har prøvet at sælge noget uden at begge parter har sagt tak for salget og nu er den nået frem. Men så er den også færdig kommunikationen.</p>	<p>She has worked as a salesperson for many years, so she likes that. She has her own little TS store. She likes the customer contact (social capital?). She cares about if people are happy customers.</p> <p>But when asked about feedback she only focuses on the TS official feedback which maybe is an indication that she is more interested in the capital of association than the social communication. Plus the cultural capital of knowing TS well and being a good TS trader.</p> <p>She keeps the sms-ing with buyers to whether they have received the package and saying "thanks for the exchange". (mostly a professional tone)</p>	<p>Motivated by the sales game / part of the sales "field"</p> <p>seller-buyer relation - kept to a professional level</p>
<p>13:42 J: hvad med når du sælger er det så bedst at mødes eller bedst med porto?</p> <p>13:53 A: det er meget forskelligt. TS har jeg kun.. ja.. ja jeg tror kun jeg har sendt. Jeg tror måske 2 gange jeg har mødtes. Men det kan jeg faktisk ikke huske for jeg har nemlig også dba og den nye tradono (<i>sagt med en prøvende engelsk accent selvom det er dansk</i>). Og den app der synes jeg at vi mødes for det er meget lokalt. Så giver det ikke mening at sende det. TS der sender man bare. Jeg har også oplevet at jeg skulle sende ting og har fået adressen og så kan jeg se at hun bor 2 gader væk.</p> <p>14:49 J: siger du det så til dem at du er så tæt på?</p>	<p>She usually sends stuff and doesn't meet with people. If she has found out that the person lives close then she can go there with it but usually not.</p>	<p>seller-buyer relations</p>

<p>14:56 A: jeg har en gang tilbuddt at jeg gik over med det. og så lagde jeg det bare i hendes postkasse. Det tager mindre tid og hun får det hurtigere også. Og så har jeg også prøvet at sige at hvis der var noget så boede jeg tæt på.</p>		
<p>15:20 J: er TS ellers noget du bruger meget tid på?</p> <p>15:26 A: ej jeg kan godt.. hvis jeg bruger tid på det så e det måske en lørdag hvor jeg bruger en time på at tage billeder og lave beskrivelser og så svare løbende. Og nogle gang kan jeg godt vente til weekenden til at svare. Og det er der nogen der synes er irriterende. Men der er også nogle gange hvor jeg siger til mig selv at det skal ikke tage for meget af min tid.</p> <p>16:06 J: Det er jo meget sjovt. Der er mange forskellige sælgere...</p> <p>16:11 A: ... og købere.. ja</p> <p>16:16 J: Der er mange der går op i at man skal svare inden for en time og så er der nogen der er lidt afslappede med det.</p> <p>16:32 A: jeg har ikke.. jeg plejer at svare ret hurtigt. Og hvis jeg skal noget siger jeg "jeg har først mulighed for at svare på lørdag" eller jeg har ferie i hører fra mig den og den dato.</p> <p>16:55 J: så du prøver at holde fast i dine "kunder"?</p> <p>16:58 A: ja det kan man godt sige.</p>	<p>She usually spends an hour on a Saturday fixing all the stuff she sells and then she answers "løbende". Or sometimes she will wait till the weekend to respond which annoys some people. But she doesn't want it to take up too much of her time. But she usually replies fast. Or she will let people know that she is on vacation or something and therefore can't reply for the next week.</p>	<p>TS use - very specific and efficient with how she uses TS</p>
<p>17:02 J: har du nogensinde stoppet med at bruge TS?</p> <p>17:07 A: hvis jeg har solgt alt jeg vil sælge. Lige nu har jeg faktisk 3 flytte kasser med tøj. Som jeg gerne vil prøve at sælge inden jeg sender videre. Og jeg har ikke engang fået solgt en 10-del af det så jeg tager det i etapper.</p>	<p>When she has sold all she wants to sell, then she could consider stopping using TS. (indication that this is not something she is doing to keep up a certain level of consumption).</p>	<p>goal with TS</p>
<p>17:33 J: hvorfor er det du gerne vil af med det her?</p> <p>17:41 A: Det er alt fra gammelt til nyt som jeg ikke føler jeg ville komme til at gå med. Ej jeg har en grænse for hvor gammelt det må være før jeg sælger det. Men der er også mange ting som jeg måske har købt for 3 år siden men jeg aldrig har brugt. Det er sådan noget hvor det stadig kunne hænge i butikken og det er blevet passet rimeligt godt på. Så ja..</p> <p>18:08 J: hvad med når det kommer til stilen?</p> <p>18:16 A: Selv hvis det er i rigtig god stand men ikke helt noget folk de går i, så har jeg ofte bare lagt det i en pose til genbrug.</p>	<p>The stuff she is selling is all from old to new which she doesn't think she will wear again. She has a limit to how old it can be though.. (implying that if it is too old then it cannot or should not be sold on TS). Also if it is out of fashion then she will just give it to redcross or H&M.</p> <p>Use of TS is definitely dependent on the relation to the clothes.</p>	<p>items sold TS vs charity</p>

<p>18:24 J: Så er det lidt ligegyldigt med hvem der får det?</p> <p>18:30 A: jaaa... hmm.. Du har sikkert hørt mange forskellige svar.</p> <p>---- pause/afbrydelse ----</p>		
<p>19:17 A: Det værste er at skulle lave annoncerne. Så når de først er lavet så kan man bare fornye dem hele tiden og så kommer der løbende svar. Men det der med at tage billeder.. jeg synes også det værste spørgsmål folk kan skrive er "vil du ikke sende flere billeder". Man kan godt se det. Flere billeder af hvad.</p> <p>19:43 J: er der gange hvor du svarer at det vil du ikke?</p> <p>19:49 A: der er nogle gange hvor jeg nok har tænkt ej det orker jeg ikke og så har jeg glemt at svare. Så... (<i>griner</i>). Hvis det er tasker, jeg har også min chanel taske til salg nu. Der har jeg har bare taget billeder af alt på min tlf. og så har jeg en tråd og så kan jeg bare sende den afsted. Så der kan jeg godt forstå at folk gerne vil vide alt om produktet før de giver så mange penge for det. Hvor for en top og hvor jeg har tage billeder af begge sider og tæt på og beskrevet at der er ingen huller. Og folk skriver stadig at de vil have flere billeder. Der forstår jeg det altså ikke.</p>	<p>The most annoying about TS selling is creating the post and when people they ask for more pictures. Sometimes she can't bother and then she forgets to answer. But for her Chanel bag she has a bunch of pictures ready to send to people when they ask.</p> <p>(the more proud, attached or valueable you find the product you are selling the more effort you are willing to put into the sales process)</p>	<p>item sold vs. Time invested/engagement in TS</p>
<p>20:41 J: er det så tæt på nypris du sælger ting?</p> <p>20:46 A: som regel er det omkring 50% af NP. Jeg har i lang tid lagt alt for dyre priser fordi jeg tænkte at det var bare sådan man gjorde på TS. Hvor jeg tror efter Tradono er kommet.. der er mere fokus på man sælger tingene billigt og det er omkring 50%.</p> <p>21:18 J: det er noget du aktivt tænker over at det skal være 50%?</p> <p>21:24 A: tit har jeg ingen ide om hvad jeg selv synes tingene er værd, så jeg skriver for det meste at folk bare kan byde eller.. sat en ca. pris men man kan også være 200kr over. Det er ikke så meget prisen der betyder noget i de fleste tilfælde.</p> <p>21:50 J: hvad med din chanel taske?</p> <p>21:49 A: den har jeg sat til 8000kr. Det synes jeg selv er rigtig lavt for en chanel taske i fin stand</p> <p>21:59 J: hvis der var nogen der bød 7000kr...</p> <p>22:03 A: der var en idag som har budt 7000kr.. altså jeg tænkte oprindeligt 10.000 for den så... jeg har sat min grænse ved 8 og jeg beholder den selv hvis jeg ikke kommer der op. Men jeg</p>	<p>She usually prices her things to 50% of new price. In the beginning she was setting the price too high, but now after Tradono she sells cheaper.</p> <p>Usually she leaves it up to the buyers what they decide to bid. The price is often not the most important. But for her Chanel bag it matters. If people bid below what she has set as the price she would rather keep it herself.</p> <p>(again this prostitution of oneself and it has to be worth it or else loss of oneself is not made up for the economic capital increase)</p> <p>She explains that she has never seen a Chanel bag for 7000 kr so it is very much a matter of principals (Thereby implying that it is almost disrespectful to go for that price)</p>	<p>Price Setting - depends on the item - somethig she has invested more in both economically and personally will cost more</p>

<p>vil också gerne sælge den. Der har jeg sat en smærtegrænse.</p> <p>22:27 J: hvordan kan det være at det lige er 1000kr der gør en forskel?</p> <p>22:33 A: jeg har aldrig nogensinde set en taske fra chanel til det. Det er en 255 taske (<i>et taske navn</i>) i læder til 7000kr. Og ja den er brugt men det er altså også en original. Så det er lidt mere som en princip sag. Og så vil jeg också gerne købe en ny.</p> <p>23:00 J: hvad så med andre ting som ikke er oppe i de 8000kr</p> <p>23:07 A: der er så mange ting. F.eks. har jeg et par tilfældige shorts til 150kr. Der er jeg ligeglad om jeg får 160 eller 150 kr så længe det går til nogen som har lyst til at bruge det og det dækker lidt mere end porto. Så jeg har måske sat det til 150 på annoncen men hvis der var nogen der bød 100 eller 80 kr ville det også være fint.</p>	<p>When it comes to smaller things she doesn't care much about she doesn't mind if it is sold cheaper. Then she just wants it to go to someone who wants to use it.</p>	
<p>23:29 J: bor du stadig hos dine forældre på dit store værelse?</p> <p>23:34 A: nej nej.. Jeg har fået en lejlighed med min kæreste og der har vi kontor. Så de ting jeg har bevaret er også fordi eg har kunnet ha dem hos mine forældre men de har bare stået der. Min søster fik mit værelse og så fik jeg at andet værelse så der har jeg stadig plads. Jeg boedeude på holmen hvor jeg havde.. det var en stor lejlighed.. men mit værelse var 8 kvm. Og så havde jeg et skab. Så der havde jeg igen det der med at jeg havde det jeg havde i skabet og det var det. Og der blev jeg ligsom igen bekræftet i at det er sådan jeg bedst kan få at have det. Bare kunne se de ting jeg bruger og ikke have mere. Så køber man måske.. jeg køber måske tøj 3 gange om året.</p> <p>24:33 J: har det så påvirket din stil..?</p> <p>24:35 A: Om vinteren er det bare sort og ca 10 af de samme ting. HVor om sommeren der kan jeg godt ende med at have flere forskellige kjoler i flere forskellige farver og ting og sager. Og sådan har det lidt altid været. Selvfælgelig udvikler ens stil sig lidt hen ad vejen. Men ikke i forhold til hvor meget tøj jeg har. Men jeg havde, da jeg boede der, stadig en masse ting hos mine forældre og så flyttede jeg sammen med min kæreste og nu har jeg et kontor hvor jeg har plads til at da flytte kasser med tøj og tage billeder. Så men hvis jeg ikke havde pladsen, hvis jeg ikke havde haftmuligheden at opbevare ting, eller ha et rum til det nu.. så var det nok også sendt videre for længst.</p>	<p>She has moved into an apartment with her boyfriend where they have an office where she can have a few boxes of the stuff she sells on TS.</p> <p>Plus again in her last apartment she was challenged with space which emphasized that she doesn't need to have so much clothes. And now she only goes shopping 3 times a year.</p>	<p>Simple living Lifetransition</p>

<p>25:37 J: tror du så du havde prøvet dig af med at sælge det i en månedstid?</p> <p>25:42 A: så havde jeg sagt ok 3 måneder eller sådan nogen og så er det ud.</p> <p>25:49 J: havde det så været genbrug?</p> <p>25:55 A: altså H&M har jo også et system hvor man kan aflevere poser af tøj og få rabat men man kan kun aflevere 2 poser af gangen. Og man gider jo ikke have 700 poser stående og kun tage 2 poser med af gangen. Så det ville nok blive en stor del af det til genbrug. Og så nogle få poser til H&M</p>	<p>If she hadn't had the space to keep all her old clothes, like in her office now, then she would probably just give TS a few months and then just given away whichever she couldn't sell.</p> <p>She would probably give some bags to H&M but it is not so practical when you have a lot. And then the rest would go to redcross.</p>	<p>motivation to join TS + Lifetransition - sign that the signs of her past overconsuming self are not pleasant</p>
<p>26:15 J: er der eller andre på dit studie som går op i ikke at overforbruge eller bruge de rigtige miljørigtige mærker?</p> <p>26:26 A: ikke så meget på mit hold men jeg er helt sikker på der er nogen på de andre hold. Men det er ikke noget som folk snakker om. Men jeg har en veninde som går meget op i genbrug. Meget mere end hvad jeg gør. Hun går meget på loppemarkeder og laver egen bivoks så hun kan komme det på sølvpapir.. det er lidt ekstremt.</p> <p>27:01 J: Hvor kender du hende fra?</p> <p>27:02 A: det er en gymnasie veninde.</p> <p>27:08 A: jeg vil ikke beskrive mig selv som meget genbrugs afgigt. Så jeg kan godt.. Jeg køber ikke så meget i genbrug men jeg kan godt låse at sende ting videre af mit eget. Men grundet til at jeg også kan låse at købe dyre og færre ting det er min måde at formindske mit forbrug. Fordi det er ting som holder i længere tid. Så på den måde. Ja synes jeg det gavnner miljøet.</p>	<p>The people from her study are not too focused on sustainable consumption but she has a good highschool friend who is very active in this. "Much more than me" (Implying that she is sustainably aware herself). But she finds it a bit extreme. She goes to flea markets (again we see this description of TS being a higher level than fleamarkets or red cross)</p> <p>She wouldn't define herself as the secondhand type, as she never really buys anything. But she likes to sell her things on. And then she buys more expensive and fewer things instead in order to decrease her consumption level. (There is a different type of capital of sustainability when being a seller than being a buyer of second hand. It speaks to a different field. Being a seller fits the capital of a more fashion oriented person? But what about Karen then?)</p>	<p>field - environmental and sustainable awareness is not big - environmentalist behaviour is does not give high capital for her</p> <p>simple living - directly given high capital here</p> <p>the high fashion second hand profile - she doesn't define herself as the second hand type (that is probably someone more from KUA) but still goes to an environmentalist focused study - so TS is the perfect synthesiz</p>
<p>27:51 J: hvad med HM når du...</p> <p>27:56 A: jeg kan godt gå derved og sige ej den er flot.. der er nogen ting hvis det er bomuld så blir det hurtigt hullet og slidt. Så sådan boget køber jeg ikke så meget af i HM. Men selvfølgelig hvis jeg skal købe en sort top så går jeg da også i HM. Jeg gik meget i HM bomuldstøj før. Jeg køber strømpebukser der fordi de går alligevel i stykke så hurtigt. Jeg skal ha strømpebukser på på arbejde så det bruger jeg meget mine kuponer på. Og så køber jeg håndklæder der nogen gange. Og sådan nogle smp til køkken og badeværelse. Så det er nogen jeg gentagne gange køber hos dem. Men ellers</p>	<p>She goes to H&M to buy practical things such as stockings, towels or simple tops. But usually not stuff in cotton as you often quickly can see if it is old. She mentions a jacket she really likes from H&M right now but it also looks like it would last for long. (She likes the appearance of quality)</p>	<p>sustainable/environmental awareness</p>

	ikke så mycket.. Jeg har.. Der er en jakke dernede som jeg synes er ret flot. Men der er også en som jeg kan se kan holde i længere tid.		
	<p>29:16 J: hvad med din kæreste. Hvordan er han som tøj forbruger?</p> <p>29:20 A: med tøj.. han køber ikke så meget tøj overhovedet. Han går i det han har til det er helt dødt. Ja. Til der er kæmpe hul og så ryger det ud. Ej så køber han lige en skjorte engang imellem. Ja jeg tror han har købt 4 stykker tøj det sidste år. Ej men han går op i hvad han har på men han har også købt ting som holder i lang tid. Så..</p> <p>30:02 J: er det så også lidt lækkre ting?</p> <p>30:07 A: Neeej, jeg tror bare at han kigger på kvaliteten. Jeg tror ikke at det behøver at være så dyrt.</p> <p>30:16 J: Er det et aktivt valg han tager eller er det mere ubevidst at han går efter kvalitet?</p> <p>30:23 A: han går op i kvalitet. Men ikke på sådan et fanatisk pige niveau overhovedet. Altså han kigger.. Jeg er ikke helt sikker for jeg har ikke købt så meget tøj med ham.. men jeg tror mere det er sådan "den er lækker den køber jeg". Jeg er ikke helt sikker på at det er bevidt at det skal holde i så lang tid. Han går ikke så meget i mærker. Bare det sidder godt og er pænt..</p>	<p>He boyfriend doesn't buy a lot of clothes. Mostly just stuff which is good quality. And then he wears it till it is completely dead. He doesn't care much about the brand or price but the quality.</p>	<p>Habitus - simple living maybe comes from her boyfriend</p>
	<p>31:09 J: har hans stil på nogen måde påvirket din stil?</p> <p>31:13 A: ikke så meget. Nej det tror jeg ikke. Men jeg lægger mærke til at jeg ikke shopper så meget.</p> <p>31:27 J: pga ham eller fordi du har mistet interessen?</p> <p>31:34 A: det er mpske lidt kontrasten.. eller ej det tror jeg mere er fordi jeg har været væk og skulle bo på få kvm. Og så samtidig med at han ikke bruger så meget på tøj så tror jeg også det mere er blevet til en vane. Jeg har jo heller ikke rug for noget rigtig. Så torr jeg også at jeg har fået en bedre garderobe løsning nu, som gør at jeg kan se mit tøj. og at det synes jeg har hjulpet. Før der havde jeg et kæmpe skab hvor alt godt lige kunne gemme sig nede i hjørnet og så syntes man aldrig at man kunne finde noget at have på. HVor nu er det åbent og fremme og jeg kan se det.</p>	<p>She doesn't think his style has affected hers but she has noticed that she doesn't shop so much now. But that is also because she was in Bali and then moved out.</p>	<p>simple living</p>
	32:21 J: bruger du så det hele?		consumption habits

<p>32:26 A: jeg har stadig få ting som jeg ikke bruger. Især om vinteren har jeg en meget simpel garderobe. En nederdel strømpebukser og så en top.. om vinteren. Det skifter meget fra vinter til sommer. Det er meget i perioder. Altså nu skal jeg til eksamen om 2 perioder. I de perioder er jeg fuldstændig lige glad med hvad jeg har på. HVor når man skal på ferie og sådan noget så eksperimenterer man lidt mere og tager noget på man ikke plejer. Det er meget praktisk om vinteren.</p> <p>33:30 J: kan du så mærke at når sommeren kommer at din shopping lyst så kommer lidt igen?</p> <p>33:34 A: det gør den nok (<i>griner lidt undskylddende</i>). Men jeg tror også at det er... jeg.. jeg har før jeg arbejde på xx og arbejdede på magasin i nogle år så der var jeg hele tiden utsat for tøj. Hvor man hele tiden så det nye. Jeg var i en kaffeshop i underetagen men jeg skulle stadig forbi al mulig tøj hver gang. Så fik man rabat. Hvor at jeg tror ikke.. jeg.. da jeg var yngre var det meget sådan en veinde ting at man skulle på strøjet hvor at det gør jeg ikke mere. Jeg kommer ikke så meget derinde. Nu boede jeg også på holmen så skulle jeg jo igennem. Men der synes jeg heller ikke at jeg shoppede så meget. Så jeg tror mere at jeg kan godt li at gå og se på en masse ting uden at jeg vil ha dem nu. Så jeg tror mere det er mig der har ændret mig.</p>	<p>Durign the winter she has a very simple wardrobe, lots of black. And therefore doesn't really use her whole wardrobe. Or during exam times.</p> <p>Then during the summer she shops a bit more. But it used to be more when she was more exposed to it as she worked in the city. But now she doesn't come so much in the city.</p>	
<p>35:13 J: så når du er færdig med flyttekasserne er du så færdig TS?</p> <p>35:17 A: jeg vil nok beholde kontoen til hvis der er noget jeg skal sælge. Men den kan også godt stå uden annoncer. Og hvis jeg ikke har noget jeg skal sælge går jeg ikke derind. Og VIP ville jeg allerede droppe nu.</p>	<p>Her plan is to stop using TS so much when she is through all the boxes. (When she has completed her life transition? The fact that she has space to keep the clothes out of her sight doesn't disrupt her life transition or new self view but if she didn't have the space then she would, as she has said, have to get rid of the clothes asap as it doesn't suit her)</p>	
<p>36:28 A: jeg har lige været på ferie og så har jeg eksamener og skal starte nyt job.. så i løbet af den tid har jeg ikke været så aktiv. Der er bare sket mange ting.</p> <p>36:31 J: hvor har du startet job henne</p> <p>36:34 A: i lufthavnen hos SAS. Så der er jeg i Checkind. Det er derfor jeg skal ha mange strømpebukser.</p> <p>37:00 J: HVor var det du sagde at du boede henne?</p> <p>37:01 A: jeg bor lige her oppe.</p>	<p>She has just started a new job at the airport. She lives on Jægersborggade.</p>	biographical

<p>37:05 J: og din kæreste han har kontor deroppe?</p> <p>37:07 A: vi har bare et hjemmekontor.</p> <p>37:15 J: men er det der han har sin virksomhed kørende fra?</p>		
<p>37:15 A: Nej de havde et kontor inde i byen som de har afsagt nu og så de 3 der har startet det. Og de er lidt ved at sælge det så måske bliver den solgt og måske ikke. Men så er vi også sådan igang med noget nyt. Så jeg bruger kontoret til at læse og vi bruger det til at fundere over hvad der skal ske. Vi har snakket om at finde på noget sammen.</p> <p>38:00 J: hvordan skal i så kombinere din marinebiologi med CBS?</p> <p>38:04 A: det er nok ikke min marinebiologiske kompetencer der kommer i spil der. Jeg kan godt li at sælge og har også gjort det lidt før og han er rigtig godt til det økonomiske og forretningsmæssige og alt det juridiske og alt det der skal til. Jeg er den mere kreative. Kan godt li at sælge og ha kontakten.</p> <p>38:38 J: det er da speændende.</p> <p>38:39 A: det er meget i startup fasen. Men vi har allerede kontaktet forhandleren. Vi er lige ved at hoppe ud over klippen. Så det kommer til at være noget vi har samtidig med. Hvor han har også et job ved siden af men hvis nu det sku nå så langt så har han mulighed for at ta en masse arbejdsopgaver og ha det som fulftid. Hvor jeg har først mulighed for det senere. Jeg har altid godt kunnet li at tegne og designe ting og sådan så.. jeg tror også at.. det ved jeg ikke om man kan sige.. men trendsales der er sådan en del af mig der godt kan li det med salgsspillet. Jeg kan også godt li at se på hvad der sælger godt og dårligt.</p>	<p>Her and her boyfriend have discussed starting their own business. Here she will bring out more of her sales/customer service/creative side than her biology background. (Implies that this is also the side which her boyfriend brings out in her. The side which is capital increasing)</p>	<p>habitus - sales</p>
<p>40:30 J: sidder du nogensinde bare og klikker rundt for at se på markedet inde på TS?</p> <p>40:34 A: jeg har gjort det et par gange med min chanel taske. For at se hvor prisniveauet lå. Jeg har også.. det er kun tasker jeg ville gå efter selv. De mister hurtigt deres værdi. Ja så tasker kan jeg godt finde på at kigge rundt og lidt med møbler. Men det er mere dba. men nogle gange har jeg lige kigget om der var noget.</p> <p>41:16 J: hvad med tradono bruger du det til bare at sidde og scroll?</p> <p>41:25 A: der sælger jeg også. Men kun salg. Jeg synes ikke at jeg søger bredt. Jeg finde tit en ting som jeg blir helt forelsket i den. Så der kan jeg godt finde på at bruge alle siderne til at se om jeg kan finde det. Men det der med at sidde</p>	<p>She mainly uses TS, DBA and tradono for seling. She will only use it for buying bags. And then she also sometimes scrolls to see the market for the bags she is selling.</p>	<p>TS as a buyer</p>

og scroll det synes jeg... der er simpelthen for meget.		
<p>42:30 J: hvis det var du kunne give TS et råd hvad kunne det så være?</p> <p>42:40 A: Der har tit været problemer med deres app. Så det ville jeg nok lave om. Ala tradono. Den er ikke brugervenlig nok. Den er lidt for meget ala deres hjemmeside. Ville nok lave den mere app agtig eller ligsom instagram. Det tager 3 klik at komme igennem. Også det at man kan tage billeder på selve appen. Og så ville jeg lave det så man stadig kan give ratings og finde ud af sælger køber når man betaler på andre måder end TS handel.</p> <p>44:01 J: er det fordi du selv gerne ville have lidt flere</p> <p>44:06 A: jeg tror bare ogs at de kan vinde mere på det. De får gladere kunder eller potentielle kunder jeg tror man sælger mere når man kan se at folk er glade hos en. Jeg tror måske det er et halvt år siden at nogen har ratet mig. Fordi det er blevet gjort gennem mobile pay. På den måde tror jeg at de ville gavne mere. Men jo flere køb der er derinde jo større chance er der for at set er med TS handel. Der er mange salg som man ikke kan se. Jeg har haft rigtig mange salg og man kan kun se 7. Jeg tror jeg har haft... altså jeg havde 3 måneder hvor jeg solgte noget hver uge. Så jeg har måske haft 50 salg. Det føles nok som mere end hvad det var.</p>	<p>If she could give 2 advice to TS it would be to make their app for userfriendly, and secondly, to make the rating system possible even if you do not go through TS trading system. She thinks that TS could gain a lot from it. She thinks that sellers would sell more if they knew and could see that people are happy about trading with you. (Clear indication that the TS is a community or a field which she would like to gain capital within. Supported by the interview with Line. That the more knowledge and expertise in TS the more cultural capital you gain. Interestign that both of them have a sales background - implying that the capital may come from a different field emphasized in the TS culture/community))</p>	Seller-buyer relations
<p>45:43 J: og hver gang løber du ned på posthuset?</p> <p>45:45 A: ja hehe</p> <p>45:50 J: så det er alligevel en del tid du har brugt på det.</p> <p>46:27 J: du har aldrig haft nogen der er kommet forbi og prøvet ting på?</p> <p>46:35 A: ikke på TS men på tradono. Jeg tikker altid "mødes og handle" af. Og hvis folk ikke har sagt noget har jeg sagt at der er mulighed for at prøve det. Jeg har så ladet dem komme op i min lejlighed. Men jeg har kun prøvet det med nogen der har prøvet veste. Ellers jeg har jeg prøvet det med en masse bolig ting som billedrammer. Der er endnu ikke nogen der har prøvet en kjole på hvor man skal ha mere af end bare sin jakke.</p> <p>47:35 J: ville du synes det var mærkeligt?</p> <p>47:35 A: Det ved jeg ikke. Det tror jeg ikke. Min interesse er jo at det bliver solgt og at der er nogle andre der bliver glade for det. Og hvis det</p>	<p>She still hasn't experienced that people want to try on clothes in her apartment. But she would be open for it. As she states "the point is that it gets sold and that people are happy with it" (again the more "cold" sales approach)</p>	Seller-buyer relations

kræver at folk skal prøve noget på jamen så herre gud.		
<p>47:52 J: har du ellers haft nogle dårlige oplevelser som sælger?</p> <p>47:55 A: der er nogle gange attitude på TS. Hvis man ikke har fået svaret. Man har været væk i en weekend og har skrevet "vil du ikke sælge?" Men aldrig med nogen der ville købe noget. Men bare med folk som sikkert alligevel ikke var interesseret men bare skriver rundt. Ellers synes jeg folk er meget søde.</p> <p>48:59 J: Går du op i at køre en hurtig handel hvor du måske sælger til mindre end forventet?</p> <p>49:19 A: det kommer meget an på hvad det er. Hvis jeg ikke har sat en pris så er det fint nok. Men nogle gange har man haft noget til salg f.eks. min belenciaga taske til 5000kr som normalt koster 12.000kr. Og den er godt nok ikke helt ny og stadig i helt vildt god stand. Og så var der nogen der skrev 1500kr i en hurtig handel og der kan jeg godt finde på ikke at svare. Det er ret irriterende. eller nej måske ikke irriterende. For hvis folk mener det.. Men der er nogle gange hvro man bare tænker "bare lige læs hvad der står ovenover" eller "brug lige et minutpå at sætte dig ind i hvordan det er"</p>	<p>Most bad experiences on TS has been due to bad attitude of the buyer. When they get annoyed that she doesn't answer, they give a ridiculously low bid or don't read the description.</p> <p>Whether she is willing to compromise price with time/fast trade depends on the item and usually what the new price was.</p>	<p>Seller-buyer relations price setting and engagement vs item sold</p>
<p>50:30 J: er der nogle salg du har fortrudt efterfølgende?</p> <p>50:32 A: nej eller jo lige den taske. Det var for 1,5 måned siden. Det gjorde ret ondt. Jeg har bare brugt en rigtig meget og var rigtig glad for den. Men jeg har haft den i 5 år og den var stadig i fin stand men det var sådan at hvis jeg brugte den i 2-3 år endnu så var den så slidt at jeg ikke kunne sælge den. Så der ville jeg hellere ha pengene til en ny taske som kan gå lidt længere tid end... så det er et taktisk salg. Men jeg havde selv haft sidsygt god gavn af den. Men den er stadig meget smuk. Den har jeg faktisk kigget efter fra andre som måske havde en der var i bedre stand.</p> <p>51:57 J: hvad ville du være villig til at gi for den taske? Er du villig til at gi samme pris?</p> <p>52:01 A: ja eller lidt mere men ikke meget mere. De er også faldet. De var meget eftertragtede for et par år siden. Der kunne man nærmest få hvad som helst. næsten nypris. Hvor de er faldet meget nu.</p> <p>52:42 J: er der noget på TS som har overrasket dig?</p>	<p>She has regretted the sale of one bag. Which she had gotten a lot out of but it was still nice. But it hurt a bit when she sold it. It was however a smart move, because then she could buy a new one and when she then wanted to sell that one it would be in better shape than this old bag would've been. (an example of how the trade obsession takes over the identity built up in the item, and she prioritizes to sell and having a future good sale. Like Line who also caught herself selling things she maybe actually did not want to get rid of)</p>	<p>Item sold</p>

52:55 A: det er måske mere stemningen. Der er nogle faste procedurer derinde. Sådan noget med at der er de samme svar på alle annoncer. Hvis du har lagt et billede op så kommer der "MP?", "et lavt bud?", "vil du ikke sende flere billeder?" og noget der har overrasket mig er folk der slet ikke er interesseret i at købe men stadig har skrueet på en annonce. Da jeg lavede min balenciaga annonce er jeg hurtigt kommet til at skrive city taske i stedet for Work taske. Hvor der så er en der skriver at "det der det er vist ikke en city". Og hun var slet ikke interesseret i at købe den. Men hun indikerede lidt at der var noget snyd over det. Og der var kvittering og det hele med. Ellers er folk ikke så skeptiske for jeg har normalt alle kvitteringer.

PERNILLE		
Transcription	Meaning Units	Themes
<p>00:05 J: hvor lang tid har du været hos TS?</p> <p>00:10 P: Jamen det har jeg været i mange år kan jeg se. Det har jeg været i nu sådan 12-13 år. Sådan nærmest fra... jeg ved ikke hvornår det egentlig startede.. men jeg har været det i mange år</p> <p>00:27 J: har det så været som VIP medlem hele vejen igennem?</p> <p>00:32 P: det kan jeg ikke huske. Det tror jeg ikke fandet i starten. Det har jeg nok været hvis det fandet.</p>	<p>She has been a TS user for 12-13 years and VIP as long as she can remember.</p>	
<p>00:38 J: kan du huske hvorfor du startede?</p> <p>00:44 P: det var vel fordi jeg tænkte at det var smart at man kunne komme af med nogle af de fejlkøb man ar gjort og købe noget billigt.</p> <p>00:54 J: du bruger både som køber og som sælger</p> <p>01:02 P: ja det gør jeg</p>	<p>She started cause she thought it was smart that you could get rid of your mis-buys. Plus as a buyer she could get something cheap.</p>	<p>Motivation to join</p>
<p>01:02 J: hvad er du mest aktiv som?</p> <p>01:03 P: jamen lige nu er det faktisk begge dele. Jeg har lige tabt mig 20 kg. Men derfor har jeg skulle udskifte hele min garderobe og der passer det fint med at jeg sælger at det der er blevet for stort og så køber jeg noget der passer til den str jeg nu har fået. Så der er det meget smart. Så går det hele lidt op i en højere enhed.</p>	<p>She uses it for both selling and buying and right now defintiely both. She just lost 20kg and therefore has had to change her whole wardrobe. So then it all goes comes together selling and buying.</p>	<p>motivation to sell and buy - life transition</p>
<p>01:26 J: der går du ikke ind og lave en konto hvor du sparer sammen det du tjener og så køber noget nyt?</p> <p>01:37 P: nej, nej, nej jeg vil gerne købe det brugt (<i>sagt med stolthed i stemmen</i>).</p> <p>01:40 J: hvordan kan det være?</p>	<p>She doesnt save up for new. She really wants to buy used. (the whole overconsumption issue is something that clearly affects her consumption and discarding habits)</p>	<p>sustainability values</p> <p>TS vs. Alternatives (trash, charity and fleamarket)</p>

01:43 P: øhm jamen flere forskellige årsager. Den ene kan være at nu har jeg tabt mig lidt løbende og så gad jeg ikke bruge penge på tøj hvis jeg nu endte med at blive 2 str mindre. Så lidt pragmatisk. Men også lidt fordi jeg har tænkt at jeg synes man kan købe en masse fedt tøj derinde g ikke særligt dyrt. Og så ifht bæredygtighed og forbrug så behøver jeg ikke gå ud og købe noget nyt. Der hænger masser af glimrende tøj hjemme. Jeg har lige købt dem her f.eks. (*hun viser sine nye bukser - løst siddende harems bukser i krøllet stof med print*), som jeg er meget tilfreds med. Glimrende tøj som en eller anden dame har haft på 1 eller 2 gange, og der tænker jeg at jeg køber jo ikke noget der er slidt. Til gengæld for jeg det for en tredjedel af prisen. Og jeg synes jeg kan finde ligeså meget pænt derinde som jeg kan finde i butikkerne. Så jeg tænker både... Jeg er blevet sådan lidt. Det er jo ikke fordi jeg ikke har råd til det men jeg værger mig lidt ved at have flere 1000kr for et eller andet tøj fordi jeg tænker at jeg ved godt hvad det har kostet at lave og det ned det gider jeg faktisk ikke.

02:52 J: hvad så med de ting du selv sælger? Er det også grundet i bæredygtighed?

03:04 P: Det er mere fordi, jamen hvad er alternativet, er det at smide det ud, eller det kan jo lige så godt gå videre til nogen som kan bruge det og jeg kan lige tjene lidt. Og ja jeg kunen aldrig drømme om bare at smide tøj ud. Altså det der ikke er godt nok til at blive solgt på TS, det giver jeg til velgørende formål eller sådan noget eller sælger det på et loppemarked. Men hvis det stadig kan bruges så skal det ligsom gå videre.

03:28 J: hvad gør så at det ikke er godt nok at sælge på TS?

03:32 P: jeg tænker at det er sådan billige ting eller ting med huller i. Hvor jeg tænker at det kan et eller andet menneske jo godt bruge men jeg vil ikke bekendt at tage penge for det. Plus det er lidt besvær at sælge og sende og det gider jeg ikke for at tjene 30 kr. Altså der er ligsom et minimum af fortjeneste ifht indsatsen. Så sådan gammel sokker og sådan noget det gider jeg ikke.

04:05 J: mødes du normalt med dem du handler med?

Reasons for buying on TS: she wasnt sure how much weight she would loose so she didnt

want to waste money on clothes in case she got much smaller. She thinks the variety of products is good and cheap. Finally, sustainability wise she thinks she might as well go on TS when there is plenty of good stuff which still can be used. There are just as many nice things on TS as in the stores. She also doesnt like to pay crazy amounts of money for something which she knows costs nothing to make.

Reasons for selling on TS: "well what is the alternative?" She would never throw out clothes. (**It is so much incorporated in her habitus that she could never dream of throwing out clothes**) The stuff which is not good enough for TS she gives to redcross or fleamarkets (**again putting TS higher than fleamarkets**). But if it is still wearable then it should be given away.

Cheap items or with holes are not appropriate to sell on TS. But probably someone could wear it she just doesnt feel like it is appropriate to take money for so she gives it to charity. Plus it is a bit of a hassle to sell and send so she doesnt want to do that if she only gets 30kr.

Items sold

- TS is for things she still sees value in and charity for things with no value for her

seller-buyer relations

<p>04:07 P: nej det har jeg kun gjort meget sjældent. Jeg sender det bare. Hvis de tilbyder at komme forbi og hente det så er de velkomne. Og hvis det lige var rundt om hjørnet. Det har jeg da også gjort et par gange, men det er meget så det ikke bliver for besværligt. Det er sværerr for mig at skulle vær et bestemt sted på et bestemt tidspunkt, og nu bruger jeg det der DAO. Hvor man kan indlevere det i alle mulige kiosker hvor man kommer forbi. Det er ikke særlig besværligt.</p>	<p>She rarely meets with people and just sends it. They are welcome to come by and get it though. Often it is just too much of a hassle. Cause then you have to plan a time, whereas when she sends she can do it when it fits her.</p>	
<p>04:50 J: Har du så har haft folk hjemme hos dig for at prøve ting på?</p> <p>04:53 P: jeg har faktisk nogle gange sagt til folk at hvis de boede i nærheden er de velkomne til at kommer forbi. Det har jeg ikke nogle problemer med. Også hvis det er nogle sko så er det jo fair nok at de gerne vil prøve dem inden. Eller lidt dyrere ting. Dem må de godt prøve. Men altså det har foregået ude i forgangen. Det er ikke noget med at de kommer og får kaffe eller noget... bare sådan venlig.. det går jo bare ud på at de skal se om de vil have det eller ej.</p>	<p>When it comes to shoes or more expensive things, she understands that they would like to try it on. But it takes place in the entrance of the apartment. Its a matter of whether they want it or not. (again the "cold" trading approach to TS)</p>	<p>seller-buyer relations</p>
<p>05:37 J: har du haft nogen dårlige oplevelser som sælger?</p> <p>05:43 P: Nej, jeg synes jeg er meget ærlig sådan at sige hvis der er noget. Hvis det er slidt eller der mangler en knap eller noget. Så har de jo fået besked og så kan de jo ikke klage. Jeg har selv købt noget et par gange hvor jeg ikke synes det passede til beskrivelsen. Men selv er jeg meget ærlig. For jeg gider slet ikke det der.. alt det der med at korrespondere med folk bagefter. Så sætte jeg bare prisen lavere og så må folk købe det hvis de vil.</p>	<p>She is very honest with her sales and she thinks that she therefore has had no bad experiences. She doesn't want all the dialogue afterwards. Then she would rather just put the price lower if people have problems. (Clear priority of just getting rid of it than getting a high economic profit or respect for the item)</p>	<p>seller-buyer relations</p>
<p>06:21 J: så du er meget fleksibel med prisen?</p> <p>06:27 P: Ja altså tingene skal jo afspejle hvis der er et eller andet i vejen med det så skal man jo være ærlig om det og så sætter man prisen efter det. Og så må folk selv vælge om de lige gider sy det sammen.</p> <p>06:37 J: Hvad hvis folk de byder lavere end hvad du selv har sat prisen til?</p> <p>06:42 P: jamen tit har jeg ikke sat det til noget. Nogle gange har jeg sat det til noget og det synes jeg er ok men jeg har bare selv nogle grænser. apropos det der med hvor lidt gider jeg at tjene for at rejse mig fra sofaen (<i>griner</i>).</p> <p>07:01 J: så det er lidt ligegyldigt hvad det er for noget tøj?</p>	<p>The price should be honest and reflect the item. And then people can choose it themselves. But often she has put no price, she just has a limit where the profit should be big enough for it to make sense for her to go through the hassle of "getting off the couch".</p> <p>It should be appropriate to original price. But she is not interested in a bunch of bids back and forth. "its not a hobby". If she puts a price it is</p>	<p>price setting vs item sold and dialogue</p> <p>Price setting - low bidding it ok</p>

<p>07:04 P: ja altså det skal jo svare nogenlunde til oprindelige pris. Men jeg gider ikke.. jeg er ikke interesseret i masser af bud runder og korrespondencer. Jeg gider ikke sådan... det er ikke en hobby på den måde. Hvis jeg sætter en pris så sætter jeg en pris som er rimelig som jeg tænker at jeg kan sælge den for og hvis folk så byder 30 kr under så går det nok også. jeg vil hellere af med det. Jeg sætter det jo på fordi jeg vil af med det. Jeg bliver også selv irriteret når folk de vil ha helt unrealistiske priser for noget hvor jeg tænker altså "hvad havde du selv givet?". Så jeg ved godt, måske efter så mange år, hvad tingene skal koste og hvis jeg vil af med noget hvad jeg så skal sige at det skal koste.</p>	<p>often ok if people they bid a bit below. She just wants to get rid of it. And she gets annoyed as a buyer when people want unrealistically high prices. (kind of seems like if the clothign is a reminder of a past-self which the individual is long gone from or really wants to forget then they are more willing to sell it for a cheaper price. But if the person still holds on to parts of that past-self, and still feels a sense of capital in it, then they have a tougher time getting rid of it)</p>	
<p>07:47 J: Går du så stadig i butikker og køber nyt tøj?</p> <p>07:49 P: ja det gør jeg og det er da heller ikke sådan at jeg ikke køber noget men det er bare sådan lige nu her for nyligt så besluttede jeg mig for at jeg synes nemlig ikke at nå jeg så går i butikker at jeg så kan finde noget. Jeg synes det er meget federe at sidde om aftenen og kigge. Og så det der med bæredygtighed og fordi jeg føler mig faktisk lidt snydt for at skulle betale 2000kr for en silke bluser. Hvor jeg tænker "næh jeg er faktisk ikke idiot". Så mange penge tjener jeg ikke og jeg synes det er lidt urimeligt og hysterisk. Hvis du kigger i mig taske så ligge der 2 ting fra HM, men jeg gider egentlig heller ikke købe så meget billig crab. Jeg vil egentlig helst købe noget der har været dyrt, men ordentlig kvalitet, men købe det billigere på TS. Det er egentlig det optimale. Jeg har købt også fantastiske ting på loppemarkeder. For 100kr, altså malaene burger kjoler til 2000kr som jeg har fået for et par 100 kr som har været noget.. Så man kan virkelig være heldig en gang imellem. Sådan noget er jo fantastisk.</p>	<p>Again as a buyer it is both the sustainaiblity aspect and the fact that she doesnt think it is fair to pay 2000kr for a silk shirt. Plus she doesnt also doesnt to just buy a bunch of cheap crap. She has also found fantastic things on fleamarkets like a malene birger dress for a couple 100kr.</p>	<p>sustainability and negative view on splurging</p>
<p>08:56 J: hvad sælger du så selv? er det mærkevarer?</p> <p>09:03 P: ja ja det er mest mærkevarer. Slet ikke en tshirt fra hm. For jeg tænker jo også at jeg gider ikke alt det besvær, altså så kan jeg tjene 50kr hvis jeg er heldig. Det er mest mærkevarer som jeg ved folk går efter og som jeg selv også har købt dyrt, eller fejlkøbt fra TS. Det er jo så det dårlige ved TS at der er nogle smuttere en gang imellem og det må man ligsom tage med. Det må bare videre i systemet.</p> <p>09:35 J: og du er sikker på at du nok skal få solgt det?</p>	<p>She mostly sells brand clothes herself. Never a tshirt from HM. Not worth the hassle. So she sells stuff she had paid a lot for herself or mis-buys from TS.</p> <p>She thinks there is a pretty good flow in the buying and selling, and if not then you just have to put the price low. And finally if its not sold she will bring it to a flea market or</p>	<p>TS brand + items sold pricesetting TS brand Item value</p>

<p>09:46 P: jaaa altså jeg synes da at der er et mycket godt flow. Og ellers må man sætte prisen lavt og så.. og ellers så hvis jeg har haft det til salg i nogle måneder så tager jeg det med på et loppemarked i stedet for eller giver det til noget rødekors eller..</p> <p>10:01 J: Når det er oppe på TS så skal det bare væk?</p> <p>10:03 P: ja ja så er det i ude bunken.</p>	<p>redcross. (TS is more luxurious than the other two)</p> <p>Once she has put it up on TS she is determined to get rid of it. (she cuts all relations to the item the moment it is up on TS)</p>	
<p>10:05 J: der er ikke noget du har fortrudt efterfølgende?</p> <p>10:08 P: jo det har der da (<i>sagt meget bestemt</i>). Der kan jo også være noget som nu med vægttab som man lige pludselig kan passe igen og den vil jeg lige pludselig så ikke sælge jeg var bare blevet for tyk til den før.</p> <p>10:23 J: Er der en specifik ting du kan huske at du har fortrudt at du har solgt?</p> <p>10:32 P: Jeg tror sådan set ikke jeg har fortrudt noget. Men der er da sikkert noget af det jeg har solgt som jeg sikkert godt kunne bruge nu hvis det var. Men jeg er ikke så knyttet til tøj. Der findes jo andre pæne ting. Det går nok.</p>	<p>There are some things she has regretted afterwards selling. But mostly because she thinks that now she could actually fit into it. (Not right after or because of some emotional value. But it is also probably because she probably feels as if she can identify with those items again since she is same size as she was back then).</p> <p>Otherwise she hasn't really regretted anything. She says that she doesn't really get so attached to her clothes. She can get other things.</p>	<p>regretted sale - utilitarian view</p> <p>habitus (capital in clothing)</p>
<p>10:54 J: Hvad med folk i din omgangskreds, bruger de også TS?</p> <p>10:57 P: ja nogle gør. Det er meget i perioder. Der er det også for mig. Jeg har haft lange perioder hvor jeg slet ikke har været på. Sådan lidt når man lige bliver grebet af det. Og nu er der noget mere konkret at jeg reelt skal udsikte min garderobe. Men ellers er det sådan lidt om man lige gider. Der er jo også noget besvær med det. Fordi så spørger folk om man lige vil gi et brystmål eller vil du lige det ene og det andet. Eller hvis man har nogle ting liggende nede i kælderen så skal man ned og måle. Så man skal lige gide det.</p>	<p>Other people in her social network also use TS but it is also in periods like her. Cause of course there is the hassle with it, so it's a matter of whether they/she have the time and can bother. Right now it is, however, because of her weight loss.</p>	<p>social network</p>
<p>11:32 J: Er det så meget tid du bruger på det?</p> <p>11:32 P: lige for tiden er det lidt meget. ja jeg ved sku ikke.. måske en 20 min om dagen i denne her uge. Men altså fordi jeg reelt set jeg har brug for noget. Jeg kigger aktivt efter ting.</p> <p>12:02 J: så de 20 minutter det er både som køber og som sælger?</p> <p>12:07 P: det er både ind og tjekke om der er nogen der har svaret på noget...</p>	<p>At the moment she spends a lot of time on it both as buyer and seller. About 20 min a day.</p>	<p>time spent on TS</p>
<p>12:14 J: hvad med en specielt god oplevelse som sælger?</p>		<p>seller-buyer relations</p>

<p>12:20 P: det er vel bare hvis folk korresponderer venlig og skriver "tak for det" og "den er flot" Sådan almindelig høflig omgangstone.</p> <p>12:35 J: er det ofte du får en besked tilbage hvor de skriver hvad de synes om tøjet?</p> <p>12:40 P: nej det er faktisk nærmest aldrig. Men det forventer jeg heller ikke. Det er fint hvis de gider det.</p>	<p>Good experiences with selling is for her when people they communicate nicely to eachother. She doesn't expect a lot of dialogue just a polite tone and a thank you.</p>	
<p>12:54 J: Hvordan er din omgangskreds generel med shoppingsvaner?</p> <p>13:15 P: jeg kender mange forskellige typer? nogle der går meget op i det og nogle der ikke gør. Der er ikke et generelt billede.</p>	<p>Her social network has very different shopping habits.</p>	<p>social network</p>
<p>13:30 J: hvad laver du til hverdag?</p> <p>13:30 P: Jeg er psykolog og har været det i 16. Jeg arbejder med børn der er blevet utsat for vold eller seksuelle overgreb i københavn kommune. Men jeg bor på frederiksberg.</p>	<p>She works as a psychologist for children who have been exposed to violence or sexual assault in the copenhagen municipality.</p>	<p>Biographical</p>
<p>14:04 J: er det der du har meget af din omgangskred fra?</p> <p>14:09 P: det er en blanding - studie, gymnasie, arbejde - sådan ja</p>	<p>Her social netowrk is from work, highscool, studies etc.</p>	<p>social network</p>
<p>14:19 J: prøver du nogensinde at få dem til at bruge TS?</p> <p>14:24 P: der er mange af dem der godt kende der og selv har brugt det. Jeg tror de fleste kender det jo godt.</p> <p>14:36 J: men det er ikke noget du prøver at skubbe dem til at bruge mere?</p> <p>14:43 P: jeg har da.. hvis vi kommer til at snakke om det så fortæller jeg da hvad jeg selv gør. Men det er ikke sådan at jeg synes at jeg går rundt og promoverer det. Men hvis de nu ser et eller andet tøj jeg har på jamen så siger jeg da at den har jeg lige købt på TS.</p> <p>14:59 J: og hvis det var de nævnte at de havd een masse tøj liggende derhjemme?</p> <p>15:03 P: ja så ville jeg sige "ville du ikke overveje at sælge det på TS?"</p> <p>15:09 J: hvis de så sagde nej, hvordan ville du så overtale personen?</p> <p>15:15 P: jo men jeg har faktisk snakket med en fra mit arbejde for nyligt, som sagde at åh det er bare så besværligt. Han havde en masse ubrugt tøj som han så endte med at smide ud i stedet for. Men det er altså ikke så besværligt mere. For nu har man jo kamera på telefonen og jeg kan bruge appen. Det tager faktisk ikke ret lang tid. Nu tager det jo faktisk ikke lang tid. At sige det er besværligt er måske liiiige lidt dovent.. det føles måske lidt besværligt det der med at skulle måle og svare å alle mulige</p>	<p>Most people in her network know about TS and have used it. But if they dont and it comes up in a conversation then she would probably try to tell them to use it. For example one of her colleagues said it was too much of a hassle to put up the posts where she tried to convince him that it really wasnt a hassle now with an iphone. (knowing about TS is taken for granted. And if you argue against using it, it is seen as lazy)</p>	<p>Social network and TS</p>

	spørgsmål. Men det kan man jo selv sætte en grænse for hvor meget man vil gi.		
15:56 J: tror du at det bliver mindre besværligt jo længere tid du er sælger derinde?	16:02 P: man lærer lidt at hvis man vil ha fat i noget hvad er så smart at gøre. Det synes jeg da selv. Jeg begynder at lære spillet bedre at kende og lærer nogle tricks for hvad man skal gøre og ikke gøre. F.eks. man skal jo ikke byde på noget lige når det er lagt på. Altså hvis man virkelig gerne vil ha det så skal man selvfølgelig byde. Men hvis nu man er sådan lidt.. denne her er måske meget fed men jeg gider ikke give det der, så sku man selvfølgelig vente og nogle gange - der er jo så meget flow i det - at bare tingene har ligget i et par dage så er tingene allerede langt nede i køen. Og så kan man jo byde noget og så kan man tænke at hun sidder i den anden ende og tænker "lad mig for hervede komme af med det", som jeg selv ville tænke. Hvis man er fuldstændig forgært i noget, så skal man selvfølgelig stå til, men det synes jeg er sjældent for der er så meget at vælge mellem. Så hvis det lige er de der busker det gør ikke så meget. Og det er det samme at hvis folk de gør det med mig, at hvis de så byder 30kr under prisen, så kan jeg godt blive sådan lidt "næh jeg vil ha 200kr for det". Og så vil de jo alligevel godt gi 200. Og jeg er i princippet ligeglads med de 30kr, men hvorfor skal jeg gi mig. Det kan hun jo ligeså godt gøre. Det lærer man lidt efterhånden.	Over time, using TS, you learn some tricks as buyer and seller. For example as a buyer you learn that if you let a post stand for some time then the seller will probably be more willing to sell it for less (interesting again to see that items loose value the longer they are on TS) But you also know as a seller that buyers are usually willing to pay more than they bid in the beginning. She actually doesn't care about the 30kr she gets extra but why should she give in (its a game. matter of winning the game between buyer and seller)	Use of TS item value
17:36 J: Bliver dialogen lidt for meget frem og tilbage nogle gange?			seller-buyer relations

17:44 P: ja jeg tænker også at hvis trådende er alt for lange så er folk besværlige og det gider jeg ikke. Altså hvis der er alt for meget frem og tilbage så glem det. Altså jeg er egentlig bare interesseret i folk der vil sælge. Jeg gider ikke bruge så meget tid på folk der bare vil korrespondere. Selvfælgelig hvis folk de beder om et brystmål så skal jeg ok gøre det. Men jeg kan godt blive irriteret vis folk vil ha alt muligt hvor jeg tænker "ved du hvad jeg har vist det. Det er det her og den koster kun 200kr. Kast dig ud i det." Man har jo også de der ratings, men brugertilfredshed og der har jeg 100% og har har måske solgt omkring 500 ting i årenes løb. Så har jeg det sådan lidt prøv at kigge. Man kan godt regne med det jeg siger. Så jeg gider egentlig ikke. Det tager bare så lang tid. ind og måle og sådan. Det er fair nok i et begrænset omfang. Men så ej.

18:45 J: prøver du så at få masser af billeder og mål og sådan info med når du lægger det op?

18:51 P: nej det gider jeg ikke. Jeg tager at par billeder. Så beskriver jeg noget. Jeg gider ikke måle på forhånd. Fordi mange gange så får man det solgt uden målene. Og så må folk spørge hvis de vil. Så skal jeg nok være venlig en gang. Men så slipper min tålmodighed hvis det bliver alt for detaljeorienteret.

19:41 P: der er også nogle gange hvor folk de har en lidt skidt attitude. HVor jeg tænker at det gider jeg slet ikke. Nogen der prøvede at sælge noget og så byder man et eller andet og så skriver de "ej det vil jeg virkelig ikke sælge til" altså ved du hvad. Der er et eller andet galt med kommunikationen. Folk som det gider jeg ikke handle med. Man kan bare skrive nej tak jeg vil gerne højere. Man kan bare tale ordentligt til hinanden. Og lade være med at være fornærmet over fjollede ting. Det gider jeg ikke. Så jeg vil ikke sælge for en hver pris, men altså jeg gider ikke intressere med irriterende mennesker, sp hvis jeg bliver nødt til vente med at sælge eller sælge billigere...

20:22 J: hvis du kunne give TS nogle råd hvad kunen det så være?

She can't bother with people who are too much back and forth. Of course if it is something expensive and they want some measurements but she shows a lot on the pictures and she has 100 % satisfaction rate. So people should maybe just trust her and go for it. She also cannot bother putting too much effort into it from the beginning, since you often can get away with a sale with very little just a few pictures and no measurements.

price setting vs. Buyer profile

20:38 P: altså jeg synes appen, den er ikke helt perfekt. Den kunne godt videreudvikles. For man kan fx. ikke søge på ligeså mange detaljer. Man kan kun søge på 3 ting. Og du kan fx. ikke vælge størrelse. Og det er lidt irriterende men det er på detalje niveau. Jeg bruger ikke så meget alle de der annoncer som i principippet sælger ting. Men altså det generer mig ikke hvis andre vil købe ting der. Men jeg tænker bare at jeg er her jo for at købe og sælge brugte ting. Jeg er her ikke for at købe ting fra en forretning. Der kan jeg bar finde en hjemmeside. Så det ville jeg nedtone hvis det var mig derskulle bestemme. Og så måske også lidt med fx. politiken har lige kørt en kampagne om tøj og bæredygtighed. Man kunne måske godt hype den del af det mere. At vi er med til at mindske CO2 udslip.

21:52 J: tror du at folk ville bruge TS mere aktivt hvis man kommunikerede det?

21:54 P: jamen jeg tror da at folk, ligesom at jeg selv har tænkt lidt mere på den vinkel af det, tror jeg at der er mange mennesker som går op i bæredygtighed. Og så kunne det jo bare være et ekstra argument for at gå derind. Så bare sådan for det aspekt af det frem.

22:12 J: Tror du også at det ville få folk til at sælge deres tøj mere i stedet for at have det liggende bagerst i skabet?

22:17 P: Ja, altså det der i politiken det var jo sådan noget med "hvor mange stykker tøj har vi liggende og hvor meget af det bruger vi. Og hvor mange har man egentlig brug for. Og det man ikke bruger kan det ikke gå i cirkulation til noget andet." Der kunne man jo godt ha koblet sig op på den kampagne eller været lidt smart. Men det var politiken måske ikke interesseret i. Men TS kunne jo godt referere til politiken.

23:08 P: nu når der har været alt det der med stop madspild, så kunne det næste skridt jo være "har du nu brug for den tshirt du lige har købt"

23:18 J: hvad tror du der stopper folk fra at give deres tøj videre.

23:34 P: det ved jeg heller ikke om de ikke gør. Jeg kender ikke nogen der smider tøj ud. Det findes sikkert men ikke nogen jeg kender. Der er så mange muligheder for at give det til at eller andet.

23:57 J: for dig er det mest den fortjenestels værdi der ligger i tøjet som gör forskellen på om du giver det til røde kors eller sælger det på TS?

If she could give TS some advice:

Improve the app for a better buyer experience.
Maybe remove the shop with new things. It doesn't fit in with what TS is and why she is there.

Maybe emphasize more the sustainable aspect. She thinks they should've taken advantage of the politiken campaign against overconsumption and danes not using their clothing and just throwing it out. (**there is something about a social norm or understanding that having a lot of clothes screams bad quality and waste of money and resources. Many of them have started appreciating having less things within the last years. Maybe there is a sense of guilt when the closet is full and messy. where as a clean closet looks like more intelligent and less wasteful consumption, which TS allows because we can get rid of our clothes and forget the extent to which we consume)**)

She knows no one who would throw away clothes (**so at least in her field the sustainable aspect would be a great motivational factor as she can positively identify herself with it. Social capital**). There are so many possibilities of not throwing it away.

C2C community value

Sustainability + Habitus/field

What stops her from selling on TS is whether there is sufficient profit in it and then

TS vs. Fleamarkets
- TS is for brands and quality

<p>24:06 P: ja og noget med kvalitet også. Altså jeg vil ikke videre sælge noget fra HM. Det er ikke det det er egnet til. Jeg har også nogle gange stand på loppemarkeder. Så kan folk tage det for 20kr stk. Men det er alt for meget at skulle tage billeder af det og måle. Jeg synes det egner sig til mærkevare ting. Hvor man kan få lidt fortjeneste og hvor den anden kan blive glad for at have købt noget dyrt til billede penge.</p> <p>24:39 J: hvad med hvis det er noget som du har brugt rigtig meget men det kommer fra et lækkert dyrt mærke og er i god kvalitet. Gør det så en forskel på hvad du sælge det til?</p> <p>24:52 P: ja ja het klart. Jeg kan ikke forestille mig at købe noget der har været meget brugt. Hvis noget er slidt så tager jeg det med på loppemarked. Og så kan folk få lov til at give 30 kr for det.</p> <p>25:11 J: hvad hvis man ikke kan se det er brugt?</p> <p>25:16 P: jo jamen så skriver jeg næsten som ny. For det er jo ligemeget hvor meget jeg har brugt det. Hvor hvis man ikke kan se det så er det jo ligemeget. Tit hvis det er kvalitet så kan man jo rentfaktisk ikke se det.</p>	<p>also the quality. She doesn't think HM fits TS. She uses flea markets for that. Then she also doesn't need to take pictures and measure. TS is for brands where the buyer can be happy about getting something expensive for less money.</p> <p>(again the brand value of TS and what they associate their clothing with)</p>	<p>- fleamarkets for low quality and needs no preparation</p>
<p>25:47 J: Det at du ikke vil købe helt nyt er det en ny beslutning eller har det altid været sådan?</p> <p>25:49 P: det er helt nyt. Nærmest i foregårs. Men netop fordi jeg synes at man kan finde rigtig mange fine ting. Og så synes jeg at de sidste bare gange jeg har gået i butikker at jeg ikke har fået en meget bedre oplevelse. Det eneste er at jeg kan prøve det. og det er selvfolgtelig en stor fordel. Men jeg synes også at det passer jo 8/10 gange. Sp er jeg villig til at de der 2/10 gange at så sælger jeg det bare videre. Jeg går ikke efter dyre dyre ting. Jeg køber ikke en mulberry taske til 5000kr. Det vil jeg ikke.</p>	<p>it is very new that she decided not to buy new clothes. She says it is because she feels that the supply on TS is just as good if not better than in the stores</p> <p>(this might however be because the sustainability and no waste preference has taken over, and automatically made new clothes seem less interesting. According to Bourdieu's theory of capital this would make sense)</p>	<p>sustainability</p>
<p>26:42 J: tager du hjem til folk og prøver?</p> <p>26:46 P: ja det har jeg også gjort nogle enkelte gange men bare ikke for nyligt.</p> <p>26:55 J: har du en smertetæskel - hvis det er så og så dyrt så vil du gerne have muligheden for at prøve det?</p>	<p>She usually doesn't go to the seller's home and try on the clothes before buying it. If it is something really expensive. But she usually doesn't buy very expensive things.</p>	<p>seller-buyer relations consumer habits</p>

<p>27:03 P: jeg har lige købt, det dyreste jeg har købt for nyligt er det nye addidas træningssko. Som jeg købte for 700kr og de havde kostet 1500kr. Det var sådan hvor jeg tænkte at det er virkelig et dyrt fejlkøb hvis det er et fejlkøb. Men jeg havde så selv lige været nede i en sportsutik og tænkte jeg kryder fingre. Men der var det lige på grænsen. Ellers de fleste ting jeg køber er mellem 100-300kr og der har jeg det lidt.. den fejl margin kan jeg godt leve med. Men ellers har du ret, at dyre ting vil jeg gerne selv se det. Men det gik fint med skoene. Så jeg har egentlig også ok tillid til folk. Men det kunne jo godt være at jeg ikke kunne passe det.</p>		
<p>28:00 J: kører du normalt dine handler gennem TS handel eller mobileay?</p> <p>28:05 P: jeg er ligeglad. Jeg spørger folk hvad de vil. Jeg stoler på at jeg får pengene og det har jeg også hver gang. Jeg sender jo ikke noget inden jeg har fået pengene. Jeg har også fået tingene hver gang. Men jeg er ikke nervøs fo rjeg har jo stadigvæk folks navn og adresse og tlf. nr. Så det er jo ikke het anonymt. Der har ikke været noget.</p>	<p>She doesn't mind if they use mobilepay or TS trade. There has never been any problems with it.</p>	<p>seller-buyer relations - trust</p>
<p>30:00 J: Har du nogensinde gået gennem TS for at klage?</p> <p>30:01 P: jo det tror jeg at jeg har engnag. Altså jeg har været inde og bruge det der klage system. Men jeg kan ikke huske hvad det var. Det er flere år siden. Så jeg ved godt at det finde og hvordan man kan bruge det. Men det er ofte ikke det værd. Der er jo ikke nogens objektiv sandhed.</p>	<p>She has maybe used the complaint system once but a very long time ago and usually she doesn't really see a point in it.</p>	<p>seller-buyer relations</p>
<p>30:31 J: har din oplevelse med TS ellers ændret sig gennem årene? Udover at det selvfølgelig er meget nemmere nu at lægge billeder op.</p> <p>30:42 P: Næh altså jeg tænker bare at der er meget større mængde varer nu derinde. Det var der jo ikke i starten. Det er blevet smartere og det er nemt. Også god tidsfordriv. Altså ligesom at side og kigge på facebook. Så hvis man lige trænger til at koble lidt af mens man ser et eller andet kedeligt i tv.</p>	<p>Since she started 13 yrs ago there have just been uploaded much more items. And it's become easier to use, which really has increased her want to use it. And probably also made other people use it more so people in general are more active in there. But she hasn't changed her behaviour on TS.</p>	<p>Use of TS - easy use it important for her</p>
<p>31:17 J: Som sælger er der så andet der har ændret sig, udover det praktiske?</p> <p>31:27 P: ja altså det er utroligt dejligt at det er blevet nemmere. Det øger min lyst til at lægge noget på at man kan gøre det med få klik og så er det oppe. Dertil tænker jeg at folk har det ligesom mig så folk er mere aktive med at få deres ting solgt. Så der er mere at vælge mellem.</p>		

<p>32:01 J: har det ændret hvordan du opfører dig derinde?</p> <p>32:13 P: nej.</p> <p>32:15 J: du har ikke været inde og tjekker hvordan andre sælgere præsenterer deres ting eller hvad de sælger det til?</p>		
<p>32:24 P: Det ku jeg godt gøre. jeg har også lige fornyligt solgt en kjole hvor jeg efterfølgende tænkte at den kunne jeg vist godt ha fået mere for. Men pyt med det.</p>	<p>Selling something which afterwards you realize you couldve sold for more is a bit annoying.</p>	price setting
<p>32:50 J: kunne du nogensinde overveje at sælge en gave på TS?</p> <p>32:51 P: ja jeg har faktisk lige gjort det. Og har faktisk haft lidt dårlig samvittighed over det. Det ligger stadig til salg. Nogle ting jeg har fået af en veninde som tidligere arbejdede for malene birger og derfor fik jeg nogle smykker osv. Men jeg har bare aldrig gået med det. Og hun har jo ikke nogen glæde af at det bare ligger i mit skab. Men selvfolgtelig vil jeg da på en måde synes det var lidt pinligt at hun så jeg satte det til salg. Men hvorfor skulle hun lige sidde og kigge på det. Og jeg har endda tænkt at det er jo mine ting. Jeg må jo gøre med det hvad jeg vil. Det er ikke noget jeg ville lyve om men med mindre vi lige kom til at snakke om det så vil jeg nok ikke sige det.</p>	<p>She has just sold a present on TS. She felt quite bad about it in the beginning but then she thought that it was better to sell it than it lying at home unused. And how would she find out anyhow.</p>	item sold
<p>33:30 J: hvad gør ellers at du lægger ting op på TS?</p> <p>33:32 P: at det er noget jeg tænker jeg bruger det ikke mere, går ikke med det. Jeg vil hellere ha noget andet nyt. Sa hvis jeg sælger det så kan jeg tjene penge til at købe noget. Men det er ikke sådan fast. Og lige nu er noget med størrelsen. Men det er generelt bare en fornemmelse. Der har bl.a. hængt nogle lidt dyre fejlkøb. Så hvorfor ikke tjene 500-800 kr som jeg rent faktisk vil ha på.</p>	<p>her decision to sell things is usually just based on a gut feeling that she doesnt want it anylonger. Plus she has some expensive mis-buys which she would rather get some money for and then buy something she will actually wear.</p>	items sold
<p>34:17 J: har du noget hængende der hjemme som du ikke går med men som du ikke kan nænne at sælge?</p> <p>34:23 H: ja jeg har en meget dyr frakke som jeg har fået meget meget lidt med. Men hvor jeg alligevel tænker at det kaaaan være. Men det ender sikkert alligevel med at jeg ikke får gået med den og så må jeg sælge den. Men jeg synes den er mega flot. Der er jo nogle ting som man køber fordi man synes de er flotte men ikke er praktisk anvendelige eller kradser lidt så blir det jo ikke til noget i min verden i hvert fald. Men jeg giver lige jakken en chance her til foråret.</p> <p>35:13 J: en jakke som den ville du sælge den til nypris?</p>	<p>She has one jacket which she hasn't worn a lot. It is very beautiful but not too practical. But she can't get herself to sell it. She is giving it another try this spring. She has some of those things. (the desired self. She would have to give that up if she sells the jacket)</p> <p>She would never sell it for the original price. But she would also rather not end up setting the price too low, so she would probably not put a price and then let people bid.</p>	<p>item sold - desired self</p> <p>price setting</p>

[35:13](#) P: nej nej nej. den ville jeg sælge til...
eller den ville jeg bede folk om at byde på.
Det er et mærke som folk er helt vilde med
hvad jeg tænker at jeg vil nødig sætte det for
lavt hvis nogle skulle have lyst til at give
mere. Det skal de da ha lov til. Og det kan
være at folk kommer til at hype helt. Og så
sku man da være dum hvis man havde sat
prisen for lavt.

Appendix 7 – Observation Overview

Name	Age	Occupation	Clothing/appearance	Choice of meeting point	Additional notes
Karen	23	Bachelor Student - Physics	Very relaxed, slightly "hippy" look Large red wool sweater Homemade necklace	Institut for Naturfagernes Didaktik	She was very friendly. Offered any help she could give.
Line	28	Preschool Teacher	Copenhagen Fashion look. She wore the newest sneakers from Nike and the newest sweater from Filippa K. Very feminine and petite look.	Café Bevars (on Nørrebro)	She was a bit tough to talk with. Smiling but did not seem so genuine.
Tina	45	Shipping - Speditør	Ripped jeans and a t-shirt kind of look. Described it as a rocker-style herself. High heeled sneakers from Isabel Marant.	Starbucks (in Frederiksberg centret)	She talked a lot. She offered afterwards that I could come by her place and look at her clothes for a very good price.
Amalie	22	Bachelor Student - Marine Biolog	Classic Copenhagen black simple outfit. The "correct" bag.	Moccafe (café on Jagtvej)	She seemed very concerned with the people sitting around the café.
Pernille	45	Children's psychologist	Dressed in very simple baggy clothes but she also emphasized that she was going to the gym. Her gym bag was a tote-bag from Birger Christensen.	Starbucks (i Frederiksberg centret)	Respectful but clearly did not want to waste her time. So she constantly kept check of the time.