

Offering a second-hand gift: An exploration of consumers' profiles in the toys sector

Eva Cerio
University of Angers
Tiphaine Chautard-Dardé
Université d'Angers

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Chair TRENDS ; Région Pays de la Loire

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Abstract:

Buying second-hand products is now a significant societal trend established in the games and toys sector. With the growing awareness of environmental issues and the impact of inflation on families' purchasing power, second-hand toys are no longer purchased solely "for oneself" or exclusively within one's household. Today, second-hand toys are being "offered" as gifts. This research is based on a qualitative study conducted with 20 parents. Beyond the "resistors" who remain the majority among individuals who have experienced or anticipate this practice, the study identifies a typology with four profiles: "concealers", "finders", "selectives", and "valuers". Managerial recommendations are provided to enable stakeholders to embrace this trend and support consumers in adopting this emerging practice.

Keywords: gift-giving, social representation, second-hand gift.

Track: consumer behavior