



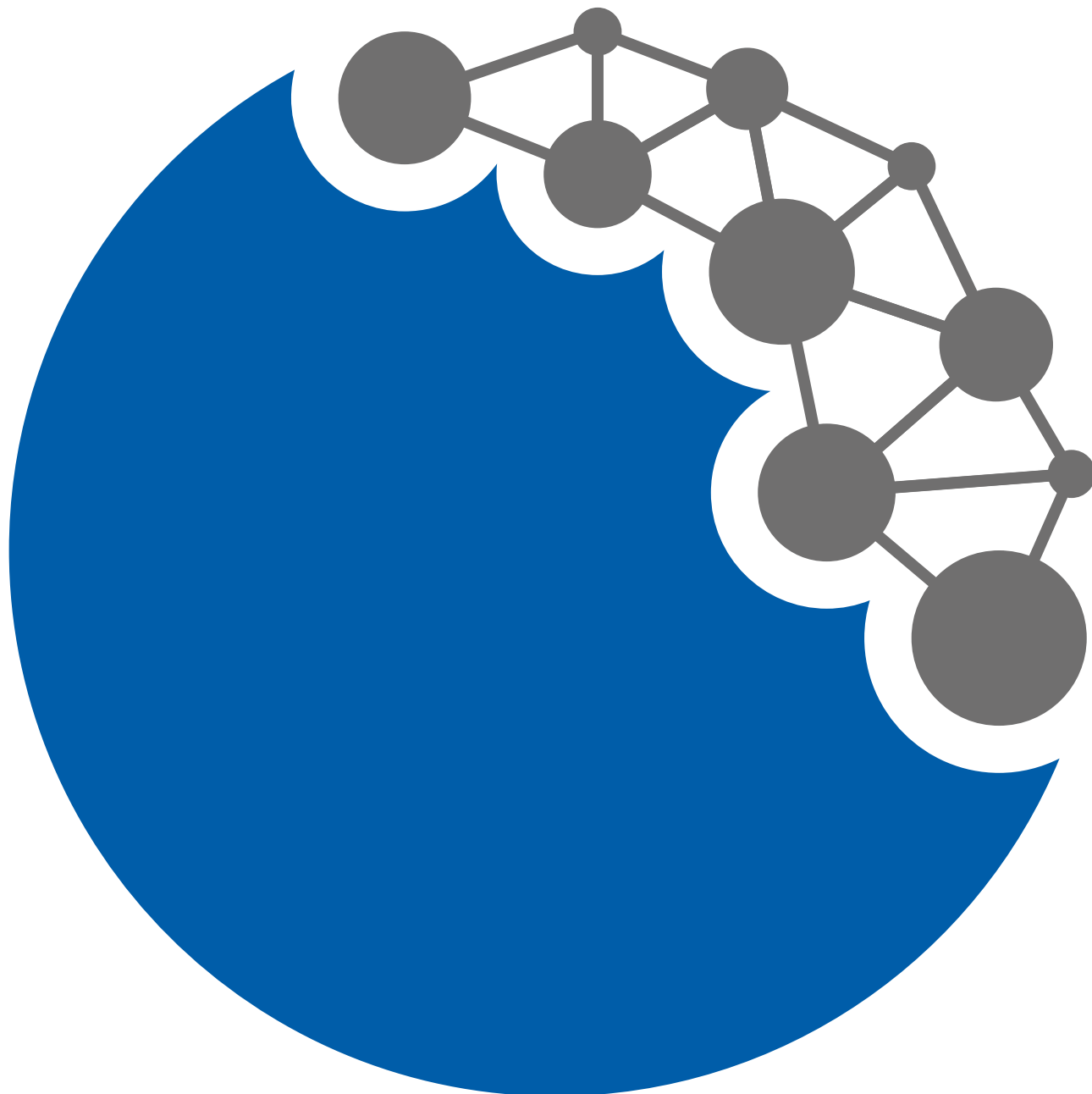
Petr David, Hana Vránová (eds.)

PEFnet 2025

29th European Scientific Conference
of Doctoral Students

November 20, 2025
Extended Abstracts

- MENDELU
- Faculty
- of Business
- and Economics



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PEFnet 2025

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CONSUMER MOTIVATIONS AND BARRIERS TO RE-USE

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KEY WORDS

sustainable behaviour, consumer behaviour, re-use, motivation, segment

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1 INTRODUCTION

Linear models of production and consumption are unsustainable, as products are often discarded prematurely and end up in landfills or incinerators (Kircher, 2021). The circular economy offers a framework for reducing waste and improving resource efficiency, with re-use as a key strategy to extend product lifespans and lower environmental impact (Singh & Ordoñez, 2016). Consumers play a vital role in this transition, as their attitudes and behaviours shape material flows and business practices (Lopes et al., 2023). Yet, the post-

purchase phase—including re-use—remains underexplored (Vidal-Ayuso et al., 2023). Low awareness and sensitivity to greenwashing highlight the need for transparent, educational communication (Lopes et al., 2023). A successful shift to circularity requires not only technical solutions but also cultural and organisational change, driven by active consumer engagement (Fortuna & Diyamandoglu, 2017). This paper aims to identify the motivations and barriers perceived by consumers in relation to the adoption of re-use practices within their consumer behaviour.

2 MATERIAL AND METHODS

Data on consumers' perceived motivations, barriers and attitudes towards re-use principles and waste prevention in consumer behaviour were collected through a representative questionnaire survey involving 500 respondents from the Czech Republic. The survey was conducted in the autumn of 2025 using the CAWI (Computer-Assisted Web Interviewing) method. To ensure the representativeness of the sample, quota variables were applied, specifically

gender, age, and highest level of education attained. Respondents evaluated their attitudes through scale-based questions. A seven-point scale was used, with a value of 7 representing the highest level of agreement with the given statement. The data were analysed using descriptive statistical methods and cluster analysis, which was employed to segment consumers based on their motivations barriers to re-use in consumption.

3 RESULTS

Although consumers across age groups expressed positive attitudes towards repairs, re-use, and sustainable consumption, their actual behaviour remains

limited. Most respondents purchase second-hand goods only occasionally (41.8%) or several times a year (27.8%), while 17.2% never do so. Moreover,

KUNDRÁTOVÁ, Michaela, BLAŽEKOVÁ, Lenka, KUNCOVÁ, Gabriela, CHOVANCOVÁ, Silvie, and BALÁKOVÁ, Irena. 2025. Consumer Motivations and Barriers to Re-use. *PEFnet 2025 – 29th European Scientific Conference of Doctoral Students*, pp. 29–30. Mendel University in Brno. ISBN 978-80-7701-061-0 (print), ISBN 978-80-7701-062-7 (online ; pdf).

76% have never visited a re-use centre, indicating low awareness and engagement. Despite the limited use of re-use centres, respondents reported a tendency to repair household equipments before purchasing new ones ($M = 5.75$). They also agreed that re-use effectively prevents waste generation ($M = 4.79$). However, behavioural intentions—such as planning to visit a re-use centre—remain weak ($M = 3.38$), reflecting insufficient information and low social norms. Consumers are primarily motivated by favourable prices and the originality of products when considering re-use and second-hand purchases. Price advantages tend to outweigh environmental concerns. The least motivating factors include emotional attachment, such as nostalgia or the story behind items, and recommendations from acquaintances. Major barriers include hygiene concerns and doubts about product quality.

4 CONCLUSIONS

The findings show that although most participants express positive attitudes towards the principles of the circular economy, product repair, and resource re-use, their actual behaviour does not yet fully reflect these values. The majority of respondents stated that they buy second-hand products rarely, and a considerable share reported that they never do so. More than three-quarters of respondents have never visited a re-use centre. The key factor behind this low level of participation is primarily the lack of awareness about the existence and functioning of re-use centres, which is also reflected in limited behavioural intentions. Motivations related to environmental and social aspects recede into the

Cluster analysis identified four distinct consumer segments: motivated but cautious (6%), price-oriented (31%), sceptics (14%), and realists (49%), each differing in their levels of motivation and trust. The smallest but most value-driven segment (Cluster 1) offers substantial potential for market development, particularly through improving awareness and overcoming barriers. In contrast, the largest group (Cluster 4) represents an ideal target audience for sustainability communication. For the second cluster, it would be appropriate to emphasise price advantages, ease of purchase, and practical benefits, which could motivate these consumers towards more sustainable behaviour. The third cluster (Cluster 3) can be characterised as a group of sceptics, for whom it would be advisable to focus on building trust and improving perceptions of second-hand product quality.

background, while economic factors remain the main driver of purchase decisions. A significant barrier is also consumers' distrust and concerns regarding the quality and hygiene of the offered products. The results of the cluster analysis show that the consumer population is not homogeneous but consists of four distinct groups differing in their levels of agreement with motivational and barrier-related factors associated with second-hand purchases. Overall, although the potential for broader public engagement in circular consumption is evident, its realisation will depend on more effective communication, education, and trust-building in the operation of re-use centres.

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