

A study on the profile of consumers of *brechós* (thrift stores) in the City of Rio de Janeiro

Um estudo sobre o perfil dos consumidores de brechós da Cidade do Rio de Janeiro

Luísa de Melo Matos*, José Geraldo Pereira Barbosa

Universidade Federal do Estado do Rio de Janeiro (UNIRIO), Botafogo, RJ,
Brazil

ABSTRACT

This study sought to identify characteristics of consumers of *brechós* in the city of Rio de Janeiro and aspects of the business (thrift store) that influence the buying decision. The results indicate that consumers of *brechós* are mostly female, are aged between 18 and 25, have incomplete higher education, have income between 1 and 5 minimum wages and live in the North Zone and West Zone of the city of Rio de Janeiro. The main points of agreement with the theory were: (i) economic gain and the possibility of buying more parts were the main motivation to buy in *brechós*; (ii) it was considered important to know if the garment or accessory has already been used; (iii) they also sell and exchange garments at *brechós* and (iv) they have interest in fashion and new trends and behaviors. Also, they consider very important the good organization of the physical space, cleaning and sanitizing of clothing and accessories. As for the main points of disagreement with the theory, these consumers: (i) do not believe that religion and the social role can influence them as consumers; (ii) do not find it important to know who used the piece and (iii) they see no problem in using garments worn by the deceased or sick.

KEYWORDS: Thrift stores; Consumer behavior; Behavioral factors.

RESUMO

O presente trabalho buscou identificar características dos consumidores de brechós da cidade do Rio de Janeiro e aspectos do negócio (brechó) que influenciam a decisão de compra. Os resultados indicam que os consumidores de brechós são, em sua maioria, do gênero feminino, têm idade entre 18 e 25 anos, ensino superior incompleto, nível de renda entre 1 a 5 salários mínimos e moram na região compreendida pelas zonas Norte e Oeste da cidade do Rio de Janeiro. Os principais pontos de concordância com a teoria foram que esses consumidores: (i) têm como principal motivação ao comprar em brechós, o ganho econômico e a possibilidade de comprar mais peças; (ii) consideram importante saber se a peça do brechó já foi usada; (iii) realizam vendas e/ou trocas das peças de vestuário em brechós e (iv) têm interesse em moda e em novas tendências e comportamentos. Além disso, consideram muito importantes a boa organização do espaço físico, a limpeza e a higienização das roupas e acessórios. Quanto aos principais pontos de divergência com a teoria, esses consumidores: (i) não acreditam que a religião e o papel social podem influenciá-los como consumidores; (ii) não acham importante saber quem usou a peça e (iii) não enxergam problemas em usar peças de vestuário usadas por falecidos ou doentes.

PALAVRAS-CHAVES: Brechós; Comportamento do consumidor; Fatores comportamentais.

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*Luísa de Melo Matos

Bachelor in Administration at Universidade Federal do Estado do Rio de Janeiro (UNIRIO). Trainee at Ernst & Young.

(CEP 22.270-000 – Botafogo, RJ, Brazil).

E-mail: mmatosluisa@gmail.com

Address: Rua Voluntários da Pátria, 107, 22.270-000 – Botafogo, RJ, Brazil.

José Geraldo Pereira Barbosa

PhD in Administration at Universidade Federal do Rio de Janeiro (COPPEAD/UFRJ). Coordinator of Graduation Course in Public Administration at the Universidade Federal do Estado do Rio de Janeiro (UNIRIO).

E-mail: jose.barbosa@unirio.br

1 INTRODUCTION

On the XIX century a store of used items called Casa do Belchior was opened in Rio de Janeiro. Due to its popularity, the stores selling used and antique products started to be associated with the name “Belchior”. As time went by, the word went through a transformation originating the new term: *brechó* (Houaiss, 2004).

We have currently observed that *brechós* are booming around Rio de Janeiro as the number of people looking for rarities, clothes and accessories of the most diverse brands and kinds as well as new and semi-new decoration items at affordable prices has increased.

Although they all work with the same concept - the sale of pieces already used – each seller has its own particularity. Some have decided to specialize in pieces of famous national and international fashion labels in good state. Others prefer males’ clothing and focus their selection on t-shirts, jeans and accessories. There are further those that don’t mind with labels and segments and prefer to sell in larger amounts at rather lower prices. Without counting those that choose to sell online and then aided by the e-trade they sell a little of everything, even labeled jewelry.

According to Rodrigues (2015), as they operate in a low risk market – as the competition is still small, the initial investment is relatively low with a rather diversified public. *Brechós* appear as a good business opportunity for those who wish to start up a company and are one of the market niches to be explored for those working with fashion.

According to Gadaleta (2014), in times of creative economy, sustainability and innovation, *brechós* are part of a new increasingly higher consumption model. It is a way of consuming clothes more consciously as it reduces raw material use for manufacture and provides for more affordable prices, which results in a relationship in which everyone wins: trader, consumers and the environment.

After all, what makes a consumer to buy clothes and articles at *brechós*? Which factors influence the behavior of *brechós*’ consumers? All of us, as consumers, are influenced by a series of factors that lead us to decide on what to purchase. Thus, the present research primarily intends to identify the profile of consumers of *brechós* in the city of Rio de Janeiro. Second, business aspects influencing the consumers’ purchase behavior were also evaluated.

2 THEORETICAL REFERENCE

2.1 BRECHÓS: BUSINESS CHARACTERISTICS

According to Guiot and Roux (2010), which in the past was a marginal trade, comprising some stores, second-hand markets and antique shops, has become both in Europe and the United States a relevant market for resale, recovery and recycling. The authors define second-hand purchases as the acquisition of second-hand objects by means of methods and places of exchange that are usually distinct from those for new products.

Brechós have changed in the past few years. The space organization, cleanness, clothing and accessory sanitation, good presentation of the premises and clothing have contributed to diminish people avoiding such kind of consumption (Ricardo, 2008). The author also observes that there is not a single category of *brechós*, consumers and users of this kind of clothing. Three kinds of *brechós* can be distinguished by their target audience and its products:

- Low-price clothing *brechó* – Used by people who need to buy clothes at stores offering lower prices;
- Label fashion *brechó* – Used by people who can’t afford an original clothes at the store, but value clothing brand as *status*;
- Time fashion *brechó* – Used by people who value a life style far beyond wearing antique clothes.

Sanches and Cerqueira (2012) add that the usual is to find second hand clothes at *brechós* and that their buyers are primarily concerned with price and quality. For the authors, *brechós* offer three classes of products: ordinary semi-new, used garment currently put again in circulation; label fashion second hand clothing of national and international brands; and *vintage* for those who seek clothing with recollection.

Palmer (2005) observes that *vintage* consumers currently desire genuine clothing that can't be reproduced; antique clothing that does not look old or used and suggests a growing interest in the *vintage* collection and use due to its unique qualities. Specific attributes of the product, such as unique fabric, certain style or color, also attract consumers to second clothing.

Nevertheless, even after so many improvements, *brechós'* owners still lack a more professional approach in order to attract more consumers to their stores and allow the client a pleasant emotional experience. Building a nostalgic atmosphere that allows the client to recur to old times and recollections and the concern with product look – hygiene, organization and preservation – are measures that could reduce the still existing prejudice against products already used by other people and cause certain discomfort and even rejection for the unknown origin of the piece (Bôas & Lemes, 2012).

As regards rejection to some products, certain clients feel reluctance in buying clothing of unknown origin. The possibility that certain garments had belonged to a sick person, deceased or from a lower life standard scares away people from consuming such products (Ricardo, 2008).

As regards pricing of products sold at *brechós*, Sanches and Cerqueira (2012) inform that the pricing is based on the analysis of some items: preservation, suitability to store style, sale potential, manufacture material, brand and particularly the owner's opinion, which, based on the profile of client to be potentially attracted, for instance, established the garment sales value.

2.2 CLIENT'S BEHAVIOR AT BRECHÓS

According to Bôas and Lemes (2012), the *brechó's* consumer likes quality products, of high durability and that reminds them of the fashion of past decades. However, according to the authors, *brechós'* owners still lack a management attitude that can create a nostalgic atmosphere in their stores to provide the client with a pleasant emotional experience, enabling them to recur to old times and recollections and similarly providing due care with hygiene, organization and preservation of items sold. Ricardo (2008) adds that *brechós'* consumers relate their tastes to a historic and cultural redemption by means of their life styles.

Calíope and Conceição (2014), in other path, state that the utilitarian reasons stand out among the reasons for buying at *brechós*, showing that people buy at *brechós* for the lower cost and possibility to buy more pieces.

According to Weil (1999), besides enabling consumers to buy exclusive items at affordable prices (many times even negotiable), second hand clothing purchases are also associated with adventure purchases, with the emotion to find something of high value at low cost.

According to Cervellon, Carey and Harms (2012), the consumers have been able to create and affirm social responsibility by choosing second hand clothes. It was possible to observe in the study of Xu, Chen, Burman and Zhao (2014) that the reasons to buy at *brechós* can change completely among cultures, such as American and Chinese young people.

In a culture where individualism is valued, American consumers add high value to the purchase of second hand exclusive clothing. (...). As expected, the Chinese interviewed perceived a high level of environmental value with the purchase of second hand clothing. This can be credited to the concern with the current environmental situation in China in which serious air pollution affects public health. (Xu, Chen, Burman, & Zhao, 2014, p. 676)

For Sanches and Cerqueira (2012), *brechó* product moves around, that is, a *brechó*'s client does not only buy, but also exchanges or sells their clothes.

As regards disposal, Levy and Queiroz (2013), add that the product useful life – clothing in this case – can be much longer than initially believed. The so-called “second hand” clothing many times could even be called “third”, “fourth” or “fifth hand” clothes. They go through successive filters until its final disposal. Besides the choice made upon the purchase of new pieces, the same consumer sometime can select them as pieces to be given away. Those receiving such donations can also apply their filters – which pieces to keep and which to give away, for instance, through sales made by charity institutions, employees that decide to give the pieces of clothing to other people or even sell them to *brechós*.

The *brechós* select pieces that they believe they will sell and, if they can't sell certain pieces, they give them away in their turn to other charity institutions located in the suburbs. The pieces, therefore, go through a succession of filters in each stage of their movement, and the pieces deemed more interesting by some of the links of such chain are there retained until it is again disposed by such link, even if such new disposal means a new donation and, therefore, a new stage in the course of such clothing (Levy & Queiroz, 2013).

As regards reasons for disposal, Robertson (1971) suggests that the product obsolescence occurs for three factors:

- Functional obsolescence caused by new products bearing functional performance superior to the existing products;
- Technical obsolescence of existing products in terms of material and shapes;
- Style obsolescence caused by out-of-style products.

According to Chun (1987), fashion innovators are more inclined, in comparison to non-innovators, to dispose their clothes for psychological factors, such as fashionability – be widely approved before others for being fashionably fit and - conformity – changes to belief and behavior to which one member of a group can be submitted as a result of the pressure of one or more members of the group. Therefore, for fashion innovators, style obsolescence is the major reason for disposing pieces of clothing. However, fashion innovation joins the decision on “what actually to be fashionable is like” as certain items deemed out of style by fashion innovators can be deemed as full of style by fashion non-innovators. When fashion innovators decree the style obsolescence, consumers not only stop following such style, but it also shortens the duration of fashion life cycle.

Fashion innovator, according to Schrank (1970), is the person that adopts and wears a new fashion item before its fashion process start. The fashion innovator owns and wears a large number of fashion items relatively earlier than other consumers. Calíope and Conceição (2014) add that the association between innovating fashion behavior and the purchase of clothes at *brechós* is possible because good quality clothes can be found there, sometimes even of renowned brands, at affordable prices and different styles. These authors state that mostly non-innovators are not used to buying clothes at *brechós*. For Bôas and Lemes (2012), *brechó* consumers seek for an authentic style and a creative alternative for new clothing consumption.

Still according to Calíope and Conceição (2014), as regards the association between gender and innovation in fashion, men are less innovators. This occurs because women are more interested in new fashion trends and behaviors.

For Silk (2006), the competitive leverage that an organization develops over its competitors results from its higher ability to understand clients and make decisions based on such information, that is, understand the consumer's behavior. Solomon (2008) affirms that the consumer's behavior study comprises the study of processes involved when individuals or groups select, buy, use or dispose of products, services, ideas or experiences to meet needs and desires.

According to Kotler and Keller (2000), cultural factors - values, insights, preferences and family behaviors; nationalities, religions, racial groups and geographic regions; social classes – they exert the widest and deepest influence on the consumer's behavior. For the authors, besides cultural

factors, social factors such as reference groups, family, social roles and status affect the purchase behavior. Similarly, personal characteristics – age and life cycle stage, occupation and economic circumstances, personality, life style and values – also influence a purchaser’s decision. Finally, a person’s purchase choices are also influenced by four important psychological factors: motivation, insight, learning and beliefs and attitudes. Many times people are motivated to buy or not by internal factors and not only external, that is, by desires coming from their subconscious.

Engel, Blackwell and Miniardi (2005) defined consumer’s behavior as activities carried out by people while obtaining, consuming and disposing of products and services and that this can be thought as the study of “why people buy”, under the premise that it is easier to develop strategies to influence consumers after we understand why people buy certain products or brands.

The **obtaining** corresponds to activities that lead to or include the purchase or reception of a product, such as the search for product information, comparison between brands, purchase sites, payment methods and product transport. The **consumption** refers to how, where and under which circumstances consumers use the products, such as product consumption sites, whether they use the products as instructed or they find new ways of use, whether they use them fully or only half and how the products meet the expectations. The **elimination** relates to how consumers dispose of products and packages. It intends to analyze the consumer’s behavior from the ecological point of view and how they dispose their products, whether they throw them in the trash can, recycle, sell to used product stores or exchange on the Internet. (Engel, Blackwell, & Miniardi, 2005, p. 7-6)

3 METHODOLOGY

The research can be classified as field study with quantitative approach and descriptive purpose. It is descriptive because it describes the characteristics of consumers of *brechós* and the own business. Available on an exclusive website (Google Docs – Forms) for 10 days, the research could be answered by any person residing in Rio de Janeiro that had bought used clothing and accessories at physical or online *brechós*.

Data was collected by means of a questionnaire with 32 questions, structured with key questions and easily understood. For questionnaire preparation, we considered studies on consumer’s behavior by Kotler and Keller (2000), as well as the papers of Ricardo (2008), Sanches and Cerqueira (2012), Bôas and Lemes (2012), Calíope and Conceição (2014), Weil (1999), Cervellon *et al.* (2012), Robertson (1971) and Chun (1987).

Questions related to demographic characteristics (gender, age, education and income) used own scales – 6 ranges of age, 6 ranges of education and 4 ranges of income. To measure consumers’ insight on behavioral factors, preferences and *brechós*’ features, statements were answered with the use of a Likert scale with values ranging from 1 to 5: 1 (disagree entirely), 2 (disagree partially), 3 (indifferent), 4 (agree partially) and 5 (agree totally). The questionnaire was sent to groups in social networks relate to *brechós* in Rio de Janeiro. The convenience sampling was constituted by 60 consumers.

In relation to data handling, the questionnaire answers were initially entered into Excel spreadsheets. The data was then computed and analyzed, and the averages and standard deviations of each affirmative sentence were calculated.

4 SCORE PRESENTATION AND ANALYSIS

4.1 BRECHÓ BUSINESS

In five years the number of micro and small companies of used items grew 210% in Brazil, from 3,691, in 2007, to 11,469, 2012. In 2014, sales of second hand clothes, accessories, shoes, furniture, household items and second-hand home appliances represented 95% of used item segment and

yielded around R\$ 3,6 million per year. Such data derives from a survey prepared by the Brazilian Service of Support to Micro and Small Companies (SEBRAE) in 2014. According to an article by Raimundi (2015), *brechós* turn around \$ 5 million per year in Brazil, whether in the conventional format of physical store or in the virtual format with pieces offered in the social networks. Experts state that the consumer can save up to 300% by purchasing one piece at a *brechó* in comparison with the same new product.

As they do not represent a risk market, still facing small competition, with diversified public and requiring relatively low initial investment, *brechós* appear as a good business opportunity for entrepreneurs that want to start a business. While there are around 700 thousand small clothing and accessory stores in Brazil, the number of used clothing stores does not exceed 12 thousand. According to a survey conducted by SEBRAE Service and Development Unit in the State of Espírito Santo in 2008, one of the advantages of *brechós* is the lack of competition as each store has its own style that is reflected in the pieces acquired by store owners and the public reached that is often loyal according to such industry entrepreneurs.

4.2 PROFILE OF BRECHÓS' CONSUMERS

While analyzing the profile of respondents (Table 1), it is verified that consumption at *brechós* is fully made by female consumers.

Table 1
Gender of respondents

Gender	Number of respondents	Percentage (%)
Female	59	98
Male	1	2
Total	60	100

Source: Research data.

The Age shown in Table 2 has concentrated in a relatively young public, with respondents aged between 18 and 35 years accounting for 84% of the sample.

Table 2
Respondents' age

Range	Age	Number of respondents	Percentage (%)
1	Less than 18 years	3	5
2	Between 18 and 25 years	31	52
3	Between 26 and 35 years	19	32
4	Between 36 and 45 years	4	7
5	Between 46 and 60 years	3	5
Total		60	100

Source: Research data.

As regards education, the high rate of respondents with Incomplete College can be related to the age as most questionnaire respondents were aged between 18 and 25 years (Table 3).

Table 3
Respondents' education

Education	Number of respondents	Percentage (%)
Incomplete high school	2	3
High school degree	10	17
Undergraduate	30	50

College degree	8	13
Incomplete post-graduation or in course	3	5
Post-graduation degree	7	12
Total	60	100

Source: Research data.

As regards income (Table 4), the sample income was relatively low between 1 to 5 minimum wages. This representativeness might have been influenced by the respondents' age made up mostly by young people (up to 25 years) and many graduates. The minimum wage of R\$ 724.00 was used for calculation (Brazil, 2013).

Table 4
Respondents' income

Range	Income	Number of respondents	Percentage (%)
1	Between 1 to 5 minimum wages	44	73
2	Between 6 and 10 minimum wages	7	12
3	Between 11 and 15 minimum wages	5	8
4	Above 16 minimum wages	4	7
Total		60	100

Source: Research data.

As regards respondents' home region (Table 5), it was verified that 38% live in the North Zone, 27% in the West Zone, 18% in the South Zone, 5% Downtown and 12% in other regions of the State of Rio de Janeiro, such as Baixada Fluminense and Niterói.

Although the research was intended to outline the profile of consumers of *brechós* only in the city of Rio de Janeiro, it was understood that these respondents, despite not living in the city of Rio de Janeiro, could contribute with the research as they live near the city of Rio de Janeiro and could visit its *brechós*.

Table 5
Respondents' region

Region	Number of respondents	Percentage (%)
Downtown	3	5
North Zone	23	38
West Zone	16	27
South Zone	11	18
Other	7	12
Total	60	100

Source: Research data.

In short, the respondents are, therefore, mostly females, aged between 18 and 25 years, undergraduates, with income from 1 to 5 minimum wages and live in the region comprised between the North and West Zones of the city of Rio de Janeiro.

4.3 BEHAVIOR OF CONSUMERS OF *BRECHÓS*

After respondents' profile identification, the averages and standard deviations of statements were analyzed referring to the behavior of consumers of *brechós*. The questionnaire tried to approach the own respondents' insights about their behavior as consumers.

According to Table 6, the respondents do not believe that religion and its social role influence them as consumers. They also agree partially that their economic status and lifestyle influence them as consumers, with both averages of 3.93.

Compared to the results of researches of Kotler and Keller (2000), it is verified that the social factors (particularly income) and personal factors (particularly lifestyle) are those that mostly influence the decision to purchase at *brechós*.

Table 6
Average and standard deviation of answers to questions 6 to 12

Questions	Statements	Average	Standard deviation
6	My religion influences my behavior as consumer	1.72	1.19
7	The social role and status that I represent in affinity groups (family, friends, work) influence my behavior as consumer	2.32	1.20
8	My age influences my behavior as consumer	3.33	1.42
9	My occupation influences my behavior as consumer	3.32	1.43
10	My financial situation influences my behavior as consumer	3.93	1.26
11	My lifestyle influences my behavior as consumer	3.93	1.15
12	Desires from my subconscious, such as motivation, insights, beliefs and attitudes influence my behavior as consumer	3.18	1.33

Source: Research data.

Observing the numbers in the Table 7, it is verified that they match the study of Calíope and Conceição (2014) that stated that utilitarian motivations stand out among the motivations to buy at *brechós*. That is, people buy at *brechós* for the economic gain and possibility to buy more clothes.

As regards motivation to buy at *brechós* for a matter of sustainability, the low average of 2.97 characterizes neutrality as regards such influence and shows that the Brazilian's behavior comes near the American's behavior.

According to Xu *et al.* (2014), for being part of a culture that values individualism, American consumers do not value the purchase of exclusive second hand clothing unlike Chinese consumers.

Table 7
Average and standard deviation of answers to questions 20 to 22

Questions	Statements	Average	Standard deviation
20	My motivation to buy at a <i>brechó</i> is the economic gain and potential to buy more clothes	4.07	0.86
21	My motivation to buy at a <i>brechó</i> is the emotion and desire to buy different and exclusive clothes	3.02	1.21
22	My motivation to buy at a <i>brechó</i> is because I value sustainability	2.97	1.18

Source: Research data.

According to Table 8, as regards origin, the respondents did not deem important to know whether the piece of clothing has already been worn nor who wore it. Furthermore, they disagreed with the statement that they would not buy clothes worn by deceased or sick people.

Such results oppose the results of a research by Ricardo (2008) that informed that many people do not approve the idea of buying and wearing clothes of unknown origin as the possibility that such piece could have belonged to a sick person or deceased would scare them away from such consumption.

Table 8

Average and standard deviation of answers to questions 23 to 26

Questions	Statements	Average	Standard deviation
23	I deem important to know whether the clothes from <i>brechó</i> have already been worn	3,42	1,25
24	I deem important to know who wore such clothes	2,10	1,24
25	I would not buy clothes worn by a deceased	2,20	1,41
26	I would not buy clothes worn by a sick person	2,85	1,41

Source: Research data.

From data of Table 9, it was possible to state that consumers of *brechós* also make sales and/or change clothes with average of 3.62 and 68% of agreement (28% and 40% with notes 4 and 5, respectively, according to Table 10). This result confirms the results of the research of Sanches and Cerqueira (2012) that a *brechó* client does not only buy, but also changes or sells clothes.

Table 9

Average and standard deviation of the answer to question 27

Questions	Statements	Average	Standard deviation
27	I also make sales and/or change my clothes	3.62	1.55

Source: Research data.

TABLE 10

Percentage of answers (satisfaction scale)

Answers	Number of respondents	Percentage (%)
1 (disagree entirely)	12	20
2 (disagree partially)	4	7
3 (indifferent)	3	5
4 (agree partially)	17	28
5 (agree totally).	24	40
Total	60	100

Source: Research data.

As regards reasons for disposal (Table 11), the respondents agreed that they dispose of their clothes when they have a defect or don't fit them anymore. However, they were neutral about the statements that they dispose of their clothes when they are new or deem them out of style, with the respective averages of 2.90 and 2.75.

These results can be challenged with the research of Robertson (1971) that suggested that product obsolescence is due to one of three factors: (1) functional obsolescence caused by new products that present functional performance superior to the existing products, (2) technical obsolescence of existing products in terms of material and shapes and (3) style obsolescence caused by existing products to be perceived as out-of-style.

In this case, factor 2 prevailed among the consumers of the city of Rio de Janeiro.

Table 11

Average and standard deviation of answers to questions 28 to 30

Questions	Statements	Average	Standard deviation
28	I dispose of my clothes when the new ones are better	2.90	1.30
29	I dispose of my clothes when they have defects or don't fit anymore	3.72	1.21
30	I dispose of my clothes when I deem them out of style	2.75	1.42

Source: Research data.

According to Schrank (1970), fashion innovators are those that adopt and wear a new item before it is in fashion. As shown in Table 12, the respondents do not deem themselves fashion innovators. Nevertheless, they agreed partially that they have an interest in fashion and new trends and behaviors. Somehow, this results matches that of Calíope and Conceição (2014) in which they stated the women (majority of sample) are more interested in fashion and in new trends and behaviors.

Table 12

Average and standard deviation of answers to questions 31 to 32

Questions	Statements	Average	Standard deviation
31	I deem myself a fashion innovator	2.50	1.17
32	I am interested in fashion, new trends and behaviors	3.62	1.18

Source: Research data.

4.4 CHARACTERISTICS OF BRECHÓS

Besides addressing the behavior of consumers of *brechós*, the questionnaire tried to verify the characteristics that the consumers deem important in such stores.

As regards organization and cleanness of the space and sanitation of clothes and accessories, the averages of Table 13 suggest that the respondents agree with what Ricardo (2008) states about the important contribution of these factors to diminish certain avoidance to such kind of consumption.

Table 13

Average and standard deviation of answers to questions 13 to 15

Questions	Statements	Average	Standard deviation
13	I deem important the good organization of a <i>brechó</i>	4.42	0.81
14	I deem important a clean <i>brechó</i>	4.58	0.53
15	I deem important the sanitation of clothes and accessories of a <i>brechó</i>	4.73	0.45

Source: Research data.

As regards preference for kinds of clothes (Table 14), *brechós* offering good quality clothes stood out strongly. A mild preference for *brechós* selling low-price clothes is verified and small preference for *brechós* selling vintage clothes.

Such results show that, despite the several kinds of clothing sold at *brechós*, as mentioned by Ricardo (2008), Sanches and Cerqueira (2012), *brechós* trading good quality pieces are more preferred by consumers.

Table 14
Average and standard deviation of answers to questions 16 to 19

Questions	Statements	Average	Standard deviation
16	I prefer <i>brechós</i> that sell low-price clothes	3.65	1.07
17	I prefer <i>brechós</i> that sell good quality clothes	4.40	0.72
18	I prefer <i>brechós</i> that sell national and/or international labeled clothes	3.03	1.26
19	I prefer <i>brechós</i> that sell vintage clothes	2.53	1.17

Source: Research data.

5 CONCLUSION

The present research was conducted in 2015 and intended to profile consumers of *brechós* in Rio de Janeiro based on their insights of factors that influence purchase. Business aspects that influence the purchase behavior of consumers were also evaluated.

The results showed that consumers of *brechós* in Rio de Janeiro are mostly women, aged between 18 and 25 years, undergraduates, with income from 1 to 5 minimum wages and live in the region between North and West Zones of the city of Rio de Janeiro.

These consumers do not believe that religion and its social roles influence them as consumers, however, they are mildly influenced by their economic status and lifestyle. Their main motivations to buy at *brechós* are the economic gain and possibility to buy more pieces of clothing. As regards product origin, the consumers deemed important to know whether the piece has been already worn, however, they do not find important to know who wore them. Furthermore, they see no problem in wearing clothes worn by deceased or sick people.

Besides buying from *brechós*, most of them sell and/or exchange clothes and elect as their main reasons for disposing a piece of clothing the existence of defects or when such piece does not fit them anymore. The consumers do not deem themselves fashion innovators, but they have an interest in fashion and in new trends and behaviors.

As regards physical organization of *brechós*, they said that good organization, cleanness and sanitation of clothes and accessories are very important. Furthermore, they prefer *brechós* that sell good quality and low-price clothes. *Brechós* selling vintage clothes were not the preference of consumers of *brechós* in Rio de Janeiro.

The main points of agreement of consumers with the theory were: motivation to buy at *brechós*, economic gain and possibility to buy more pieces; to know whether the piece of clothing of the *brechó* has already been worn; the chance to sell and/or exchange clothes at *brechós* and the interest in fashion and in new trends and behaviors. Furthermore, they find good organization and cleanness of the stores and sanitation of clothes and accessories very important.

The main points of divergence with the theory are: they do not believe that religion and its social role influence them as consumers; they do not find important to know who wore the piece of clothing and do not see any problem in wearing clothes worn by deceased or sick people. Furthermore, they do not deem themselves fashion innovators and are not interested in *brechós* that sell vintage clothes.

6 RESEARCH LIMITATIONS AND SUGGESTIONS FOR NEW STUDIES

We must remind you of the limitations of this research as it was restricted to 60 respondents integrating a convenience sampling.

For future papers, we suggest that to replicate this research with a larger sampling and conduct researches that compare consumers of *brechós* with non-consumers and then evaluate the barriers to this kind of consumption.

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