

# Second Hand Stores in Portland: An Analysis of Consumer Values & Spatial Distribution

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## Background

### Framing Question

To what extent does the second hand industry address issues of access to affordable material goods?

- ❖ There is an *increase* of consumers who turn to *second hand clothing stores* during times of national economic instability. In the US, “thriftiness” as a trend has been resurfacing due to the recent economic crisis. (Podkalicka, 1)
- ❖ An increasing post-recession consumer trend: discretionary thrift; more affluent consumers are choosing to thrift. (Flatters 2009)
- ❖ A range of *values* motivate consumers to choose second hand stores:
  - Economic
  - Hedonic (recreational, pleasure)
  - Ethical (social justice, ecological/waste reduction)
- ❖ A range of second hand store *models*:
  - Thrift: sell donated second hand clothing.
  - Consignment: sell second hand clothing, but also buy used clothing from individuals and provide store credit / cash back.

### Focus Question

What are the implications of expressed consumer values on secondhand clothing options in Portland? To what extent does the spatial distribution of secondhand store locations reflect this?

## Methods

- ❖ Yelp Review Analysis
  - Coded values expressed in reviews.
  - Percentage Analysis of values.
  - Content Analysis of specific reviews.
  - Word Cloud of frequently used words.
- ❖ GIS Spatial Analysis
  - Mapped out thrift and consignment store locations in Portland.
  - Compared to variables; unemployment, income less than \$25,000, African American population, population ages 18-34 years.

## Results

Values of Consignment Store Shoppers

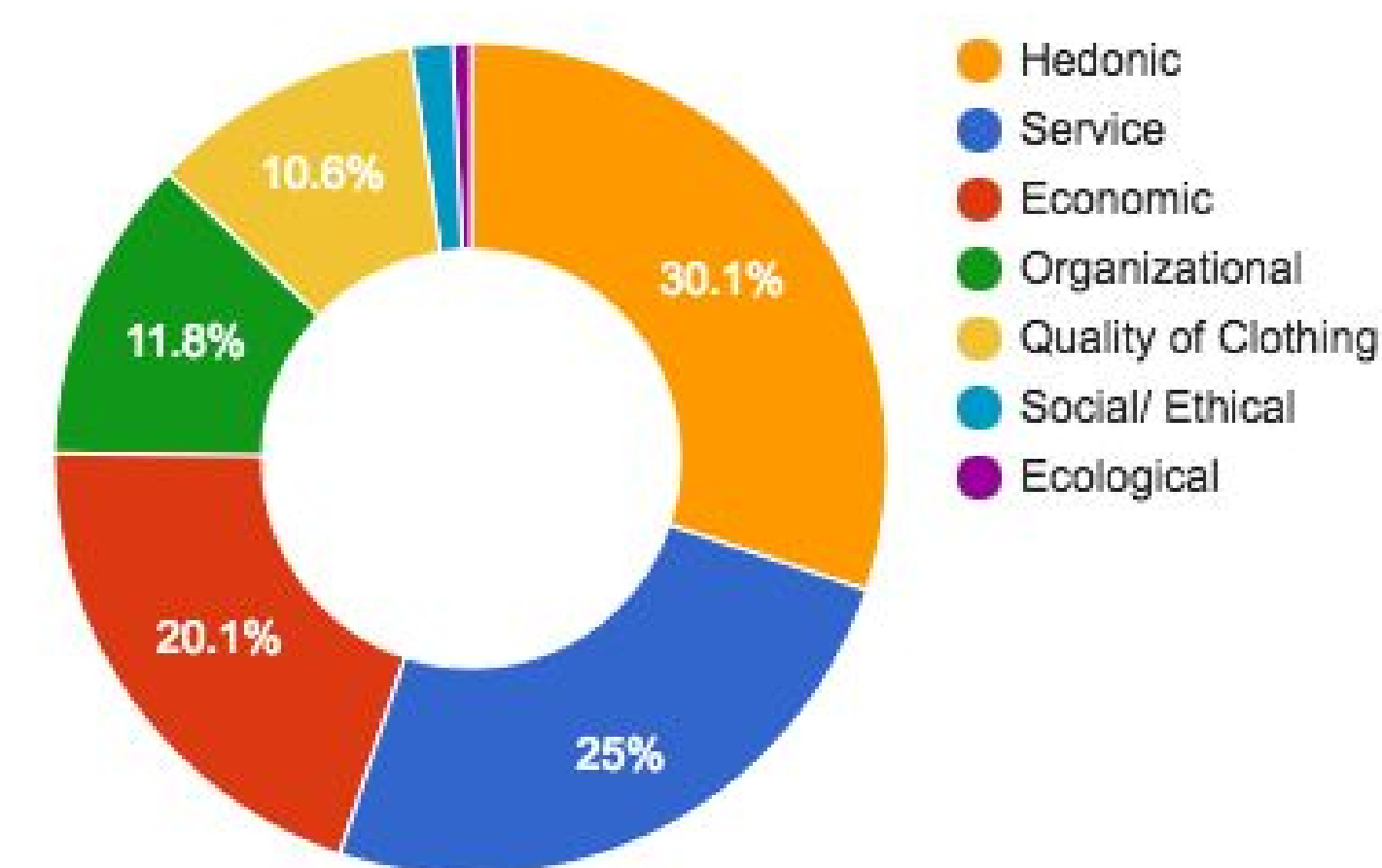


Figure 1: Values Expressed by Consignment Store Shoppers

Values of Thrift Store Shoppers

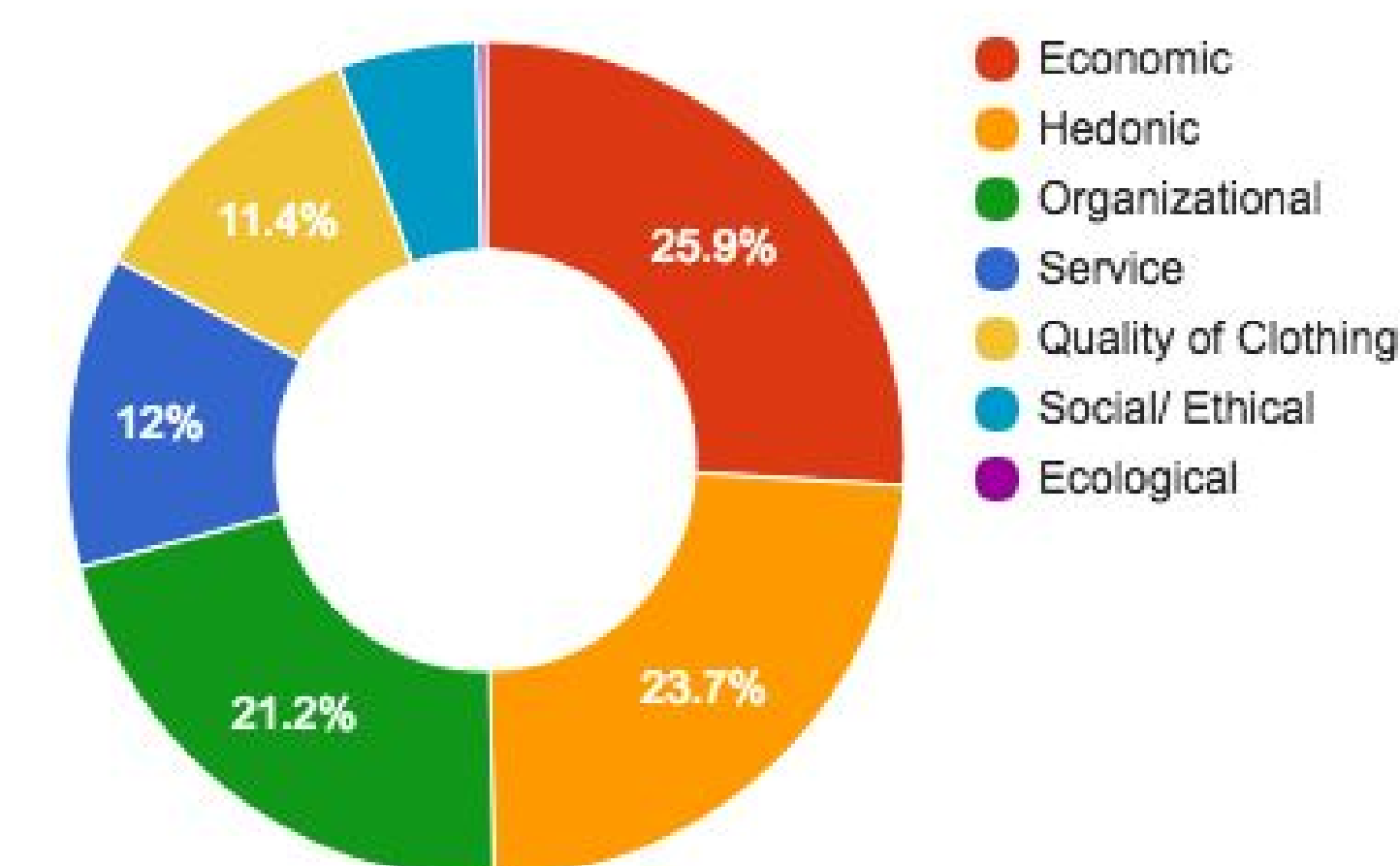


Figure 2: Values Expressed by Thrift Store Shoppers



Figure 3: Commonly Used Words by Second Hand Shoppers in Yelp Reviews

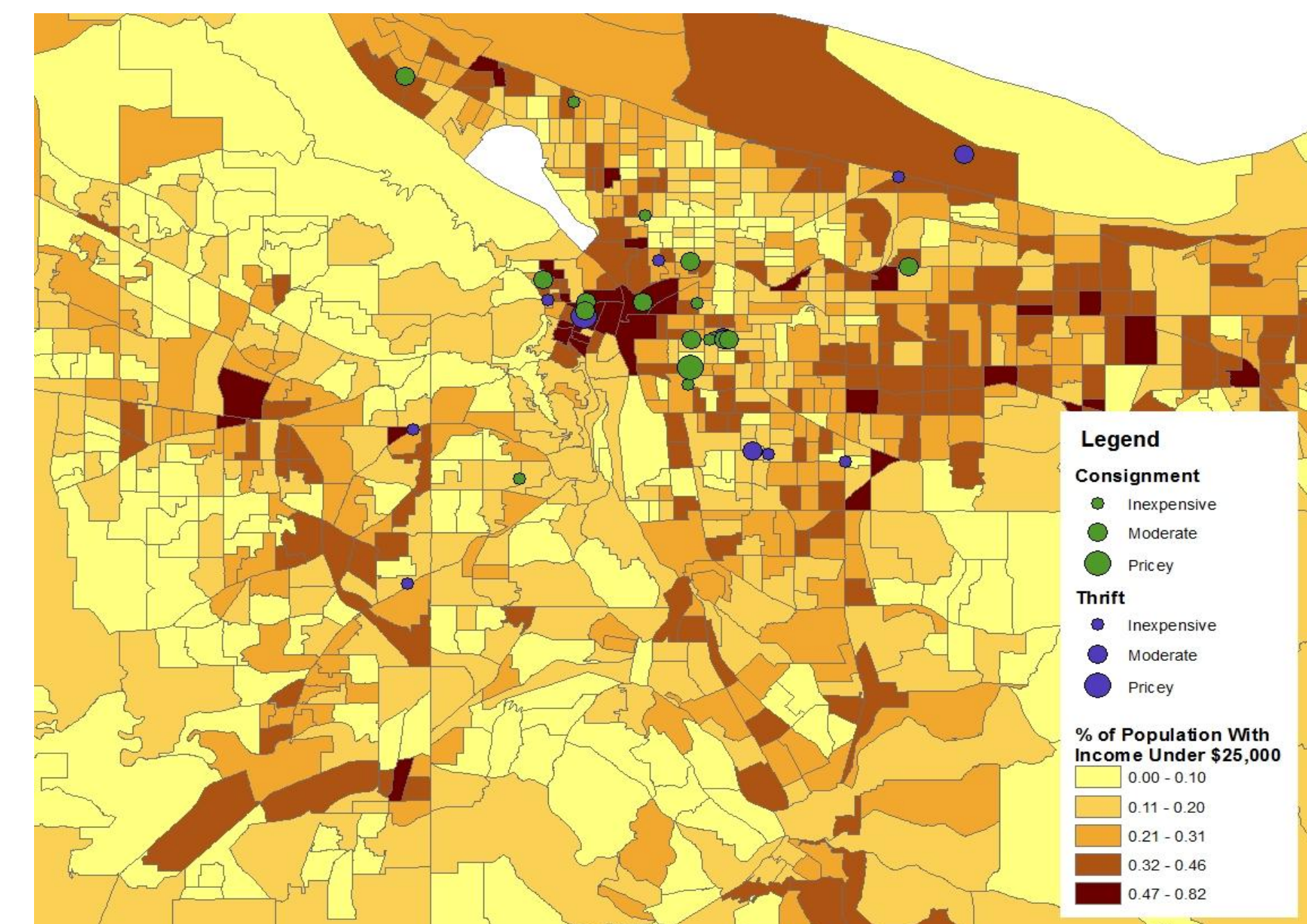


Figure 5: Map of Second Hand Stores and Population With Income Under \$25,000

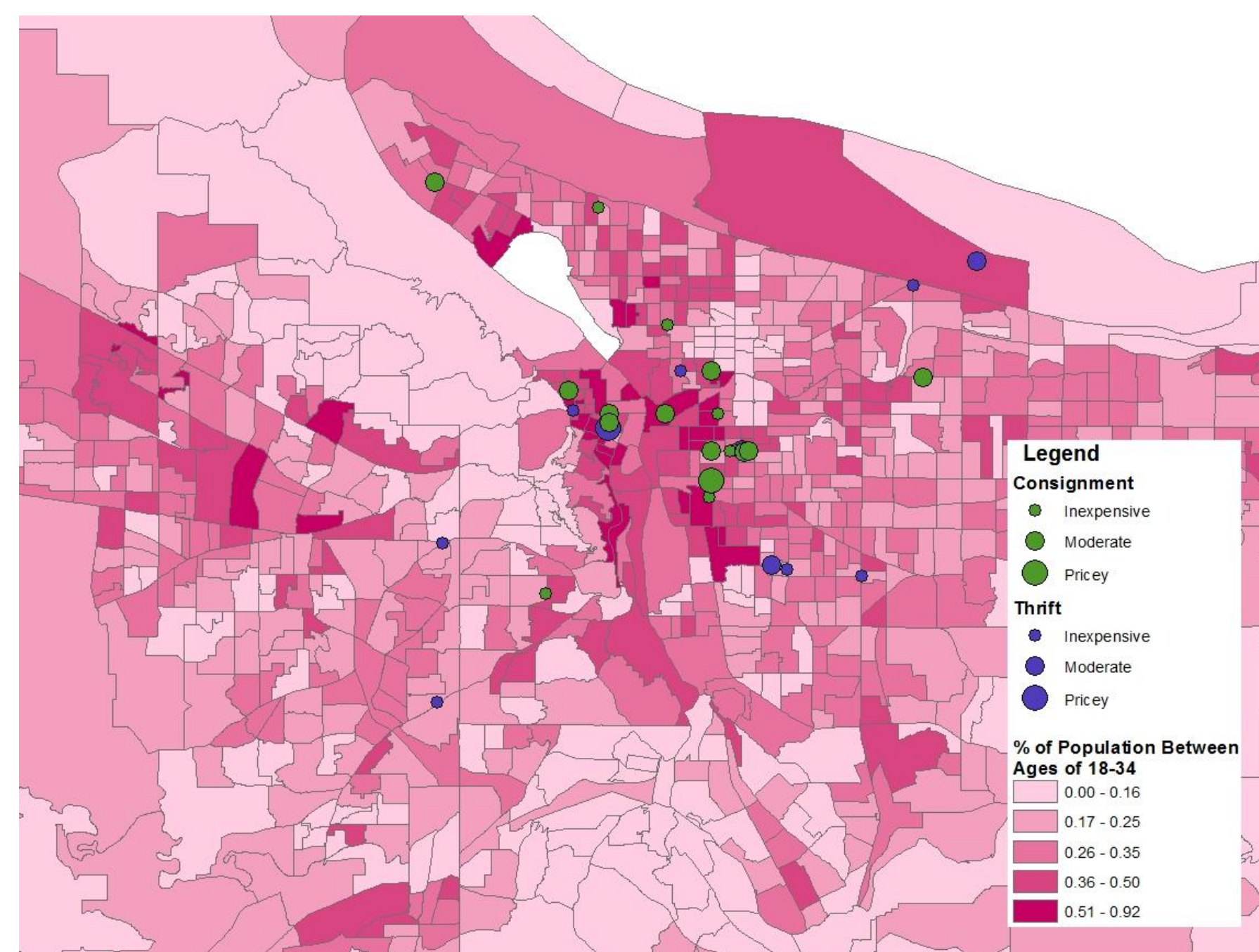


Figure 4: Map of Second Hand Stores and Population Age 18-34

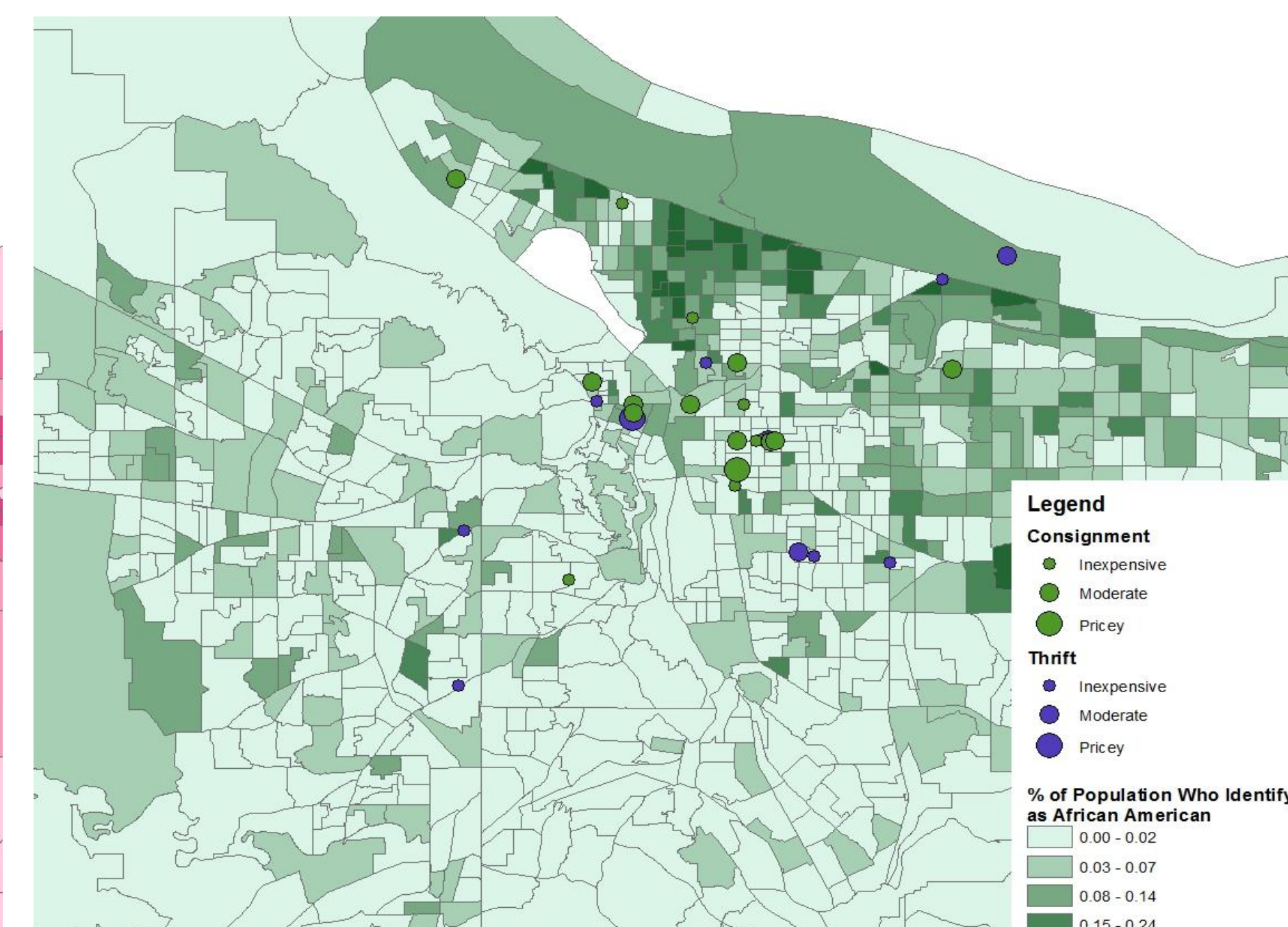


Figure 6: Map of Second Hand Stores and African American Population

## Discussion

- ❖ Yelp reviews Percentage Analysis & Word Cloud
  - Economic factors were of high importance, and are a priority for those choosing thrift stores.
  - With all store reviews combined, “prices” was *most frequently* used word; indicating cost was a central value.
  - All shoppers expressed “quality of clothing”, “social/ethical values”, and “ecological values” *least frequently*.
  - However, the majority of all secondhand shoppers express *hedonic values most frequently*.
- ❖ GIS Spatial Analysis
  - Second hand stores predominantly located in central Portland.
  - Stores on the *periphery* are more commonly *inexpensive thrift* stores.
  - Inexpensive second hand stores not located in neighborhoods with the highest rates of income less than \$25,000.
  - Stores located primarily in neighborhoods with *lower instances* of African Americans and *higher instances* of ages 18-34 year old individuals.
    - Reflected in racial and age-based discrimination from selected Yelp reviews.

## Conclusion

Current trends in consumer reviews on Yelp have the potential to *influence the model of secondhand stores to prioritize hedonic values*. This may *alter if and how they provide accessible and affordable clothing alternatives* as reflected in the uneven spatial distribution of second hand stores in Portland.

## References

- Flatters, Paul, and Michael Willmott. 2009. "Understanding the post-recession consumer." *Harvard Business Review* 87.7/8: 106-112.
- Podkalicka, Aneta, and Leah Tang. 2014. "Deploying Diverse Approaches to an Integrated Study of Thrift." *Continuum: Journal of Media & Cultural Studies* 28 (3): 422-37. doi:10.1080/10304312.2014.893992.