

## **VINTAGE – ONE FASHION, TWO GENERATIONS. PURCHASING AND CONSUMPTION BEHAVIOR OF BABY BOOMERS AND Z GENERATIONS**

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### **Abstract**

*The overall objective of this paper is to identify the purchase and consumption behavior of vintage products of the Baby Boomers and Generation Z generations. Although there is a significant demographic distance between the two generations, they share the same interest – one may call it even passion or hobby – for vintage products. In the case of the Baby Boomers, it is the nostalgia that influences their behavior: they are contemporary with those times, they lived the events, knew the personalities. Generation Z is interested because the old trends have come back, creatively reinterpreted nowadays. The vintage current expresses certain historical trends and periods of the past and gains a growing popularity today. The research is conducted in two directions to obtain the portraits of the Baby Boomers and Generation Z as consumers of vintage products. The first direction explores the opinions of both generations' members, and the second direction investigates the opinions of the sellers and the owners of vintage products stores about their customers. For this, qualitative research is conducted based on a face-to-face interview, through a semi-structured interview guide. A specific set of questions are addressed to each category of interviewees. The specific objectives of the research highlight the characteristics of purchase and consumption of vintage products for the Baby Boomers and Generation Z (historical periods and favorite trends, the reason for the purchase, the favorite vintage products, etc.). The conclusions link the research results with the main aspects presented in the theoretical framework. The results of the research highlight both the differences as well as the similarities of these two demographic generations in the purchasing and consumption behavior of vintage products. For Baby Boomers, the quality and authenticity of vintage products are essential, being the main reason that influences their purchasing and consumption decisions. In their case, there is a greater feeling of nostalgia for certain periods or trends in the past. Baby Boomers consumers appreciate the value and the value of the products they purchase, especially if they have an emotional charge. Instead, for generation Z, the image is a very important aspect, and vintage products can improve it. They want to differentiate themselves from others, which is a reason that determines the purchase of products belonging to other historical periods.*

### **Keywords**

*Vintage; consumer behavior; Baby Boomers; generation Z; fashion*

### **Introduction. The concept of "vintage" – conceptual delimitations, influences, nostalgia**

This paper aims to present and analyze the purchasing and consuming behavior of vintage products, making a comparison between the Baby Boomers generation and the Z generation. Nowadays, the past trends have returned, being largely adapted by consumers, especially young people. We have chosen to study the purchasing and consumption behavior of the Baby Boomer and Z generations, precisely because they are positioned at the opposite poles: the first lived in the periods representative of the

vintage trend, while the Z generation now adopts past trends and, being the largest consumer segment of vintage today.

The vintage trend expresses certain trends and historical periods from the past, growing, and gaining popularity today. In this way, retro and vintage products began to be dedicated to the masses, and not only to a small audience. This is mainly due to the cyclical nature of fashion, which constantly returns and reinterprets currents and trends, offering consumers new ways in which they can define their identity. Thus, vintage has evolved from an anti-fashion movement, as it was considered in the past, to a fashion landmark, as we may call it.

Clothes represent an intensive and visible form of consumption, with a major role in building identity. They, clothes, are crucial in self-construction because they provide relevant information about individuals: they are some kind of a business card (Catalani, & Chung, 2005, p.2). Fashion manifests itself in several domains: from scientific discoveries to political doctrines, to body aesthetics or even in everyday life (home design) (Duduciuc, 2012, p.17). With the mass production of clothes, fashion became a way of expressing both the social class and the identity of an individual (Guy, 2015, p.10). These two ideas seem to be opposed because the first is collective, while the second supports individualism. Simmel explains this double function of fashion: the role of presentation is closely related to the individual's desire to belong to a certain social class or to differentiate himself from others (Simmel, 1971, p.297). And within the same social class, differentiation is extremely important. Simmel's writings on fashion express the tension between consumption as an indicator of wealth and status within the norms of society on one hand, and consumption as an exhibition of individuality, on the other hand. He notes that fashion develops especially in urban areas because it intensifies social relationships, increases the rate of social mobility, and allows people in the lower social position to become aware of the styles and modeling of the upper classes (Paterson, 2017, p. 23).

Veblen states that fashion is an expression of pecuniary culture, which is associated with ostentatious consumption. This link is supported by the fact that in societies where ostentatious waste is more urgently required, the dynamics of fashion are more pronounced. This dynamic is growing at the same time as the rise in mobility and wealth. However, Veblen's theory of fashion is dependent on the historical period in which it was developed (Comşa, 2006, p.37). Like Veblen, Blumer argues that fashion presupposes a mechanism by which the upper social classes adopt everything that is in the trend until these trends reach the lower classes; fashion is a matter of choice and does not involve a blind adoption of certain trends. It is for those who want to express their taste, this applies both to designers who want to be successful and to buyers who want to adopt everything new and promoted by designers (Blumer, 1969, p.282).

For Baudrillard, fashion is only one of how society can "hunt" the new and the different, the goal being that of reproduction. He argues that "fashion does not actually reflect a natural need for change: the pleasure of changing clothes, objects, cars, it comes to psychologically sanction the constraints of another nature, constraints of social differentiation and prestige" (Baudrillard, 1972, p.37). In today's society, fashion is a substitute for proposed or promised social mobility, becoming a factor of social inertia, hiding an aspiration for social and cultural progress. Analyzing the evolution of fashion

over time, Lipovetsky (cited in Comşa, 2006, p. 40) considers that this is a form of social change, being characterized by a short temporality. Another characteristic of fashion is cyclicity, fashion having the ability to return and affect various spheres of collective life. Lipovetsky's approach counteracts Veblen's and Baudrillard's theories on fashion, paying more attention to cultural and aesthetic factors. According to Lipovetsky, the lower classes imitate the manners of the upper classes, and the latter, to maintain a certain social distance, change their image when it is imitated and taken over by the lower classes (Comşa, 2006, p. 40).

Mass production and fashion consumption have seen remarkable growth over the last 15-20 years, especially in the post-World War II period when new methods of mass production and distribution of goods emerged. This has led to strong economic growth and an improvement in the quality of life, developing new types and levels of consumption. Thus, these changes in production and consumption have been imposed (Blue, 2014, p. 267). However, despite this increase, fashion trends last only a few months, until they are rejected by the community. Thus, the old trend is replaced by a new one. To highlight this continuous cycle of fashion, an example may be the clothing site Topshop in the UK which publishes an average of 400 new articles each week (Cline, 2012, p.96). As a result of this phenomenon, the term "fast fashion" appeared, which represents the production and rapid distribution over a short period of certain items considered fashionable. This short period increases the pressure on consumers to buy quickly and on impulse (Hoskins, 2014, p.70). The result of this fast fashion phenomenon is that most individuals buy the same clothes from the same places. Shops that sell fast fashion products are usually found in commercial centers and malls (Kennedy, & Krogman, 2008, p.177).

Generally, research in the field considers the fashion and style in the context of subcultures. Fashion is conceptualized as the specific orientation of a subcultural group, which can be understood theoretically by interpreting stylistic signs. This subcultural approach is also common to the vintage trend, a style based on retro clothing, which appeared in 1990 (Veenstra, & Kuipers, 2013, p. 355). Vintage communicates and expresses the desire to have an authentic identity, with a strong sense of nostalgia. Obviously, vintage distances itself from consumer culture, but it does not revolt against it and does not undermine its elements (Veenstra, & Kuipers, 2013, pp.362-363).

Erving Goffman demonstrates that fashion and vintage fashion are a way for the individual to express himself in groups, to gain acceptance and approval. Everyone consciously plays a certain role in constructing their self and being perceived in a certain way around them (Goffman, 1959, p.6). In this sense, consumers who participate in various fashion events and fairs represent and build their own identity so that it facilitates their entry into the community.

The term "vintage" has received many definitions over time. There are difficulties in defining the term, the definition being constituted in connection with the temporal connotations (Downing Peters, 2014, pp.217-218). It is a word of English origin, used for the first time to define a very good quality wine, which gets better over time. Since the 1990s, the term has also entered the fashion industry, to designate old clothes made by well-known designers such as Dior, Chanel, or Yves Saint Lauren. Currently, it designates an entire industry, from clothes to vehicles, applied even in special filters for

editing photos on social media (Chaigne, 2014, pp.19-20). So, the vintage trend has spread over all areas. For example, the Louis Vuitton bag is back in fashion after it was worn by Cindy Sherman. Levi's has also launched a collection of vintage clothes especially for lovers of classic jeans. Thus, vintage depends on a philosophy, a lifestyle, and consumption different from the current one, in mass (Chaigne, 2014, p.9).

Considering the way of manifesting the vintage trend, we can say that it appeared as a reaction to the fast-fashion phenomenon. Unlike mass-consumers stores that offer the same trendy clothes at low quality, vintage stores and those with second-hand clothes can be seen as an alternative, offering customers unique, quality clothes at low prices. As defining elements of the vintage concept, we note utility, creativity, and authenticity. Utility involves a cultural and cognitive process, through which the product is recognized and differentiated as unique. Creativity and authenticity are also the main reasons why people buy vintage products. Moreover, creativity also consists in the habit of individuals to combine vintage objects purchased from specialty stores with current items, from well-known shopping centers (DeLong, Heinemann, & Reiley, 2005, p.27).

However, it is important to note that not all old objects are vintage. Ruby Lane, the largest online fair for vintage and antique objects, suggests that a vintage object must be at least 20 years old and represent the period in which it was produced (Chaigne, 2014, p.20). On the other hand, many connoisseurs of this trend believe that a valuable vintage object must be older than 25 years, belong to a designer, and be reproduced in a small number of copies (Veenstra, & Kuipers, 2013, p.356). Most often, vintage items are unique and hard to find in regular stores. They are available in a few specialty stores, in a limited quantity, and for this reason the desire to purchase them increases. The old cars are representative: they are considered collectible, very rare, and very expensive. The purchase of such a car requires a certain social status and a differentiation from other individuals who own modern cars (Chaigne, 2014, p.21).

We also point out that there is a difference between wearing second-hand clothes and wearing vintage. Vintage clothes are considered precious, being an indicator of authenticity and originality. Their image was enhanced when many well-known actresses began to adopt this style in public appearances, even though they would have had the financial opportunity to purchase up-to-date products from well-known designers (DeLong, Heinemann, & Reiley, 2005, p.25).

Vintage is a complex term, often correlated with other terms such as retro and nostalgia. Obviously, these terms are closely related. Both vintage and nostalgia have in common this connection with the past. For many consumers, but also specialists, vintage represents "looking through a window of the past" (Cassidy, & Bennett, 2012, p. 242). Thus, nostalgia has an important role in the consumption of vintage because it allows us to present certain important periods for consumers. Moreover, vintage is seen as stability against the alert changes imposed by society and helps consumers reconnect with a certain period that represents something in their past. The number of nostalgic consumers has increased a lot, and this is highlighted especially by fashion. However, this trend has spread to other important industries: cars, movies, and books. This trend has not gone unnoticed in marketing either, as most brands are trying to return to certain designs or values from the past, evoking periods when they were much more appreciated by consumers. Hence, we reiterate the fact that most of the time, the vintage

trend was seen as a movement against mass-produced clothes, through which consumers try to create their own identity through a special, unique style. An important factor is also related to eco-sustainability. Wearing vintage is perceived as a way of recycling.

### **The lifestyle associated with the consumption of vintage products**

As early as the 1980s, journalists began to investigate the behavior of vintage consumers and their expectations from this trend. Thus, among the reasons given by consumers we mention the quality of materials, uniqueness, and the historical period that left its mark on an article (Fischer, 2015, p.62). Therefore, since that period, authenticity has been an essential feature of this fashion trend, being built in opposition to mass production, very flourishing at that time. Consumers consider the vintage products belonging to a niche market, as opposed to standardization.

Also, DeLong, Heinemann, Reiley (2005, p.39) investigate the reasons why people prefer to wear vintage products. They interview five women aged between 28 and 70, passionate about this trend. The research results highlight this style supports the creativity and originality of individuals; the originality is even more representative for them when they create outfits that combine vintage with more current items. Another reason why individuals were passionate about this trend was the very process of buying them, which is seen as a hunt, dedicated to specialists and connoisseurs.

Other authors (Cassidy, & Bennett, 2012, p.260) explore the socio-demographic characteristics of vintage consumers in the UK, but also the factors that influence their consumption behavior. Most of the respondents who bought vintage clothes claimed that the reasons they are attracted to these products are style, quality, uniqueness, price, nostalgia and recycling. In the fashion industry, the most popular periods are 1930 and 1950, while more recent periods were considered retro and not vintage. On the other hand, the most popular stores from which they buy such products are the charity and vintage shops, the eBay website and second-hand stores.

In terms of the buying process, the act of purchasing vintage products itself is closely related to activities such as examination, evaluation, socialization, interaction and finding these "rare symbolized treasures" of this trend. Thus, the acquisition and find of vintage require a special talent, a series of skills and knowledge (Duffy, Hewer, & Wilson, 2012, p.522). Price is not a purchase criterion for vintage items. Usually, consumers prefer to pay more to be sure that what they are buying is a unique or limited edition (Chaigne, 2014, p.27). This is also because consumers now prefer to have products customized to their needs, which fully represent them and, for this reason, prefer to spend more money. Cervellon, Carey, and Harms (2011, p.968) investigated the reasons why vintage products are preferred. The main reasons included originality, nostalgia, and interest in the whole vintage trend. Another reason is the ethical concerns, translated into the desire to recycle.

As for the specialized sellers in vintage stores, they have an important role, because they make the connection between producer and consumer. For this reason, sellers must have extensive knowledge of the items they sell and the historical periods from which they come. They can make a product more valuable that may seem trivial to an ordinary

consumer. This idea is also supported by Baker, who states that they are located between original factories, designers or product owners, and future consumers (Baker, 2012, p.625). Being a vintage clothing retailer requires a thorough knowledge of the product, an ability to understand and know different areas of production, and to present them as valuable.

Observing the behavior of vintage sellers at a well-known trade fair in the UK, Duffy, Hewer, and Wilson (2012, pp.522-523) outlined a portrait of them: they can see and recognize a valuable potential in objects that are abandoned or that may seem trivial at first glance. In fact, sellers are the ones who create the vintage market trend. They are the ones who determine what is or is not authentic and what to wear, describing their consumer as a friend. These relationships were established following an exchange: information and products. For the consumer, this relationship is beneficial because he has access to information about the trader's stock, while the latter plays the role of a credible source. One of the exhibitors of this fair stated that her connection with the client is extremely important because they share the same visions and tastes in fashion (Duffy, Hewer & Wilson, 2012, p.521).

If we talk about the ways of manifesting the vintage fashion, implicitly, we are talking about the fairs and specialty stores that have contributed a lot to the spread of this trend. It is known that vintage products are mostly sold in specialty stores. They are generally small and independent, being owned by passionate people, like customers (Nobbs et al., 2011, p.2). In this sense, Downing Peters (2014, pp.215-217) makes a content analysis on the website of the largest vintage fair in Brooklyn, but also a participatory observation at this fair. She examined the interaction of active users on this site to identify how they perceive vintage products. In his analysis, he identified three groups of individuals: consumers (those who buy and wear vintage clothes and accessories), sellers (those who buy and have specialized knowledge about these items) and online influencers (who promote this trend). After participating in several editions of this fair, she concluded that these flea markets are not only dedicated to shopping but are also a way to spend free time to socialize with other people with the same passions. Many of the participants did not buy vintage things, but came to socialize and analyze the outfits of those around them. As for the sellers, they represented the approved authority, knowing the field. They are the ones who educate consumers who love such items. The third group, the influencers in the online environment, has a very important role in spreading this trend on their social media pages. They are the ones who launch global trends; they have the same role as vintage sellers, that of educating the public, only at different levels (Downing Peters, 2014, pp.224-225).

Similar research was conducted at a well-known vintage fair in the UK called "Granny Would Be Proud". It takes place twice a month, on the upstairs of an old cinema which functions as a restaurant serving food on vintage Chinese plates. It is located in a culturally important area, with a population of mostly students (Duffy, Hewer, & Wilson, 2012, p.520). Following the research, the results highlighted as extremely important the dynamic relationship between the customer and the seller, which is established during this fair. This is helpful for both the customer and the seller. In this, the seller plays the role of an expert with an informed and important opinion for potential buyers. Moreover, consumption is seen as a way to connect with others, a way in which you can establish certain social and emotional connections (Duffy, Hewer, & Wilson, 2012,

pp.521-522). So, beyond its commercial function, vintage fairs can be perceived as a space for social relations, a place dedicated to people who have the same interests.

### **Baby Boomers and Generation Z lifestyle and consumption behavior**

Purchasing and consumption behavior differs greatly from one individual to another, being influenced by several factors. A more relevant criterion than age is the generation, which has several defining characteristics for the individuals it covers. In this sense, a generation is defined as a set of historical events and related phenomena that create a distinct gap (Turner, 2015, p. 104). Individuals belonging to different generations have expectations, experiences, values, and a unique lifestyle that influences their behavior (Williams, & Page, 2011, p.1).

Generation Z and Baby Boomers are located at opposite poles in terms of behavior and lifestyle: Baby Boomers are also known as Boomers, Me Generation, Baboo, Love Generation, or Sandwich Generation. There are many opinions regarding the period that delimits this generation, the most frequently mentioned by researchers being the period 1956-1964. Individuals are conceived in a prosperous period after World War II (Williams, Page, 2011, p. 2), characterized by an increase in birth rates. Instead, Generation Z is the youngest, also known as I Generation, Baby Boomers, but also Net-gen, because they are digital natives. Individuals of this generation are born in the period 1995-2010 (Turner, 2015, p.104). It is also interesting that this generation has not experienced life without the Internet, they were born in the age of technology.

According to Eastern European literature, the Baby Boomers, born between 1945 and 1965, tend to be workaholics, Generation X, born between 1965 and 1979, is a generation who is comfortable with authority and view the work-life balance as important, Generation Y, born between 1980 and 1995, generally grew up in prosperity and have technology savvy, and Generation Z, born after 1995 (or between 1991-2000, or 1993-2012, according to other authors) is also named iGeneration, Gen Tech, Online Generation, Post Millennials, Facebook Generation, Switchers, "always clicking". Generation Z is also known as C Generation, as its members are "connected to the internet", "computerized", "communicating", "content-centric", "community-oriented", "changing" (this generation likes changes) (Dollot, 2018, pp.44-45).

Baby Boomer individuals are individualistic, optimistic, can express themselves freely easily, and work hard. Although they are at retirement age, many of them have different concerns and passions during this time, having an active life (Williams, & Page, 2011, p.4). They also prefer things that bring big improvements but require minor changes on their part. An important characteristic attributed to them is a disappointment. However, this is not a state of disappointment or regret, but a deeper loss of trust in institutions and values, principles, and practices in everyday life (Moody, 2017, p.96). Moreover, once they reached maturity, they had high expectations of the life they had planned. Even though the institutions disappointed them, they tried to make the world a better place and improve the situation through protest and activism.

Instead, Generation Z is much more responsible, although it encourages traditional beliefs and values, passed down from their parents, members of Generation Y. Moreover, they are aware of everything new, precisely because they have adopted the technology

and its evolution very fast. An important value for Generation Z is the acceptance of those around them, precisely because they have a great need for belonging. Compared to Baby Boomers, Generation Z is more confident and optimistic. Precisely for this reason, the young people of Generation Z want to have an impact on the world they live in, being creative and idealistic (Williams, & Page, 2011, p. 12).

The Generation Z members may be children of Generation Y, but many of them may have as parent individuals belonging to the Baby Boomers generation. Thus, they also have common characteristics specific to their parents (Wood, 2013, p.1). Generation Z plays an important role in the development and adoption of new technologies, given that a normal house where an individual of Generation Z lives contains, on average, about four TVs, three DVD players, two CD players, more than two radios, two computers, and at least two video game consoles. Generation Z has developed a strong connection with the digital environment, expressed through attachment. In this regard, following a questionnaire, over 90% of young participants, aged between 13 and 17, said they would be upset if they did not have the Internet and saw this as a form of punishment (Turner, 2015, p.107).

Given the characteristics of the Baby Boomers generation, individuals like to have many options and flexibility in purchasing decisions. However, if they are offered a product that will improve their quality of life, its price will not be as relevant to them. Health is also a very important issue for this generation. Although many of them are elderly, they do not like to be reminded of this, being focused on purchasing anti-aging products (Parment, 2013, p.5). Generation Z consumers also analyze their decisions and options very well before purchasing. For them, the image is very important, and they do their shopping accordingly. Therefore, they seek mainly immediate satisfaction, but also social values (Parment, 2013, p.13). In buying decisions, the opinion of others plays an important role, whether it is a group of friends or influencers in the online environment.

In terms of preferred products or services, Baby Boomers prefer cosmetic surgery, anti-aging treatments, health clubs, cosmetics, hair dyes, and healthy or organic food. They are also attracted to new products and technologies that can make their lives easier or save time. Another point of interest for them is travel, exotic vacations, and luxury restaurants. They are also interested in retro products, which remind them of certain periods in the past when they were happier (Parment, 2013, p.5). In this sense, marketers attract the attention of this generation through music, consumers reacting positively to the nostalgia of songs performed by Elvis Presley or The Beatles (Nicholas, 2009, p.49).

Unlike Baby Boomers, Generation Z prefers products and services that help them be accepted by others or can improve their image: cosmetics, clothing and footwear, video games. Their decisions have a direct influence on the parents, for example, in the purchase of the vehicle. As a major difference from the Baby Boomers generation, specialized studies claim that Generation Z individuals will be unhealthier and will face weight problems. However, both generations seek comfort in the products they purchase, but also an improvement in lifestyle: time-saving devices, gadgets, and easy-to-cook products (Wood, 2013, p.2).

In terms of the communication strategies they react to, Baby Boomers prefer the information presented in the form of simple categories and options, to facilitate their decision (Williams, & Page, 2011, pp.5-6). If a brand recognizes their value and contribution, this will likely facilitate the purchasing decision of individuals of this generation. Moreover, Baby Boomer consumers need to be drawn to attention from the first seconds, through keywords or messages (Nicholas, 2009, p.49). Unlike Baby Boomers who prefer brands to make their decisions easier, teenagers or young people in Generation Z do not like to be told what to think or do. And they want to be included in the life of the brands they prefer, which is why they are part of various online communities (Williams, & Page, 2011, p.13). To them, the messages of promoting a product or service must be transmitted in a way that is as short and clear as possible (Wood, 2013, p.2).

To reach the Baby Boomers generation, marketers mainly use television. They prefer direct and open communication, with as much information as possible. It is advisable to explain to them the advantages offered by the product or service through strong stories, with an appeal to emotions. In this sense, this generation also reacts very well to environmental protection movements (Williams, & Page, 2011, p.6). For generation Z, the Internet is the main medium, being the one in which they have total independence. In purchasing decisions, adolescents of this generation are influenced by new media, but also by the virtual friends they have on social networks (Williams, & Page, 2011, p.13). With the advent of smartphones, young people no longer need a device specialized in a particular activity. They can take all their favorite actions with the help of a phone, which they always have with them: they can listen to music, watch movies or even buy products (Turner, 2015, p. 106).

## **The behavior of purchasing and consuming vintage products for the Baby Boomers and Generation Z generation**

### ***Research methodology***

The overall objective of this research is to identify the buying and consuming behavior of vintage products of the Baby Boomers generation compared to the Z generation. These two generations are considered to be opposite in terms of their age: Baby Boomers is the most in the older generation, while Generation Z is the youngest, the individuals being adolescents or young people, up to 25 years old. However, both are consumers of vintage products: Baby Boomers because they lived in those times and show nostalgia, and Generation Z because old trends have returned and are reinterpreted today, they are always up to date with everything new on the market.

Given the general objective, we have stated a series of research questions for each generation, but also for the owners of vintage stores, as follows: What are the historical periods and trends preferred by buyers of vintage products?; Why buy vintage products?; What are the most frequently purchased vintage products?; How much do you spend, on average, on vintage products?; Where to buy vintage products, what are the most famous shops, sites and fairs in Bucharest?; What is the robot portrait of the frequent buyer of vintage products?; What is the robot portrait of the seller/collector of vintage products?; What is the relationship between seller and consumer in a vintage

store? The first five research questions target the first category of individuals, belonging to different generations, while the last three research questions focus on sellers and physical /online stores.

Regarding the methodology of this research, we opted for a qualitative method, through the technique of face-to-face interviews, using as a tool the semi-structured interview guide, the topics, and order of the open questions being partially predetermined (Chelcea, 2001, p.277). All interviews were conducted face to face. The research period was May 10-30, 2019, and each interview lasted an average of 60 minutes. As a specific tool, two interview guides were made, one for Baby Boomers and Z generation shoppers and one for owners of vintage physical or online stores. The purpose of the first guide was to identify the purchasing and consumption behavior, but also the preferences of individuals consuming vintage products, while the second guide was relevant in shaping their portrait, but also of sellers. In this way, the research targeted both consumers and sellers who can play an important role in the purchasing decision.

Thus, in the application of the first interview guide, an important role was played by the choice of subjects. In this case, it is non-random, of convenience, of the snowball type, the research public being relatively small. I mention that it was chosen taking into account certain criteria: Romanian citizenship, passion for second-hand or vintage items, the purchase of such a product, but also the generation of individuals, age being very relevant in this case. For Generation Z, buyers must be between 18 and 24 years old, while Baby Boomers are currently over 55 years old. In total, 30 subjects were interviewed, 15 from each generation under analysis.

For the second set of interviews, dedicated to the owners and sellers of vintage physical or online specialty stores, five vintage stores known to consumers were initially chosen: Check Vintage Store, Sertar Magic, Consignația7, ResaleShop, and Drag și Draga. Four of the five stores sell mainly clothing items, and one is dedicated to decorations and furniture, being the Sertar Magic store. Moreover, following the interviews and analysis of the data obtained, we identified increased popularity among the Z generation of Instagram accounts that sell such products. Therefore, I later included in the research three such online accounts, with a large number of followers: Vintage Corner (5700 followers), Vintage Hunt (4900 followers), and Bite my style (2300 followers). So, in total, eight owners of such stores were interviewed, five being physical and three online, on Instagram.

### ***Data analysis and interpretation***

*Analysis and interpretation of data obtained through interviews with buyers of vintage products from the Baby Boomers and Generation Z*

**Favorite past periods and trends.** The first question in the interview guide for the individuals of the Baby Boomers and Generation Z generation has the role of breaking the ice, but also of identifying the nostalgia of certain favorite periods. In this sense, the vast majority (14 out of 15) of Baby Boomers participants evoked periods from their past, from the '80s and' 90s that correspond mainly to their adolescence or youth: "The 70s (...) The years of adolescence. A calm, relaxed, effervescent Romania, quality music, motivating education system, unrestricted personal development, the satisfactory standard of living, safety and discipline..." (Ovidiu, 62 years old), "I would return to

adolescence. It is the age of innocence and great dreams” (Ermolania, 58 years old). To the same question, more than half (8 out of 15) of Generation Z respondents chose the periods they lived through and whose tendencies marked their childhood, more specifically the 1990s and 2000s: “Well, close to me, it would be the period of the '90s that I lived” (Roxana, 23 years old), “the 2000s, when I was little and I stayed in front of the block all day, especially during the holidays” (Carmen, 21 years old), “for sure 90s! It still attracts this period because it reminds me of a bit of childhood (Bianca, 23 years old).

By the second question, the interviewees were asked to mention a favorite object from the aforementioned preferred period. Two-thirds (10 out of 15) of Baby Boomers shoppers chose objects from the past, with a certain symbolism to them: “a doll received as a gift at the age of 18” (Ermolania, 58), “a notebook with thoughts” (Liliana, 55 years old), “a child's sock that was like a thimble” (Aurora, 55 years old), “the subscription to the French comic magazine Pif, which disappeared from circulation due to the impact of current technology” (Ovidiu, 62 years old). In the case of generation Z, almost two thirds (9 out of 15) of the subjects mentioned objects that marked their childhood: “the tape recorder that my grandfather bought for my birthday and for which I listened to Romanian hits” (Carmen, 21 years old), “Story vinyls. My sister and I listened to them in the greatest silence. It was a kind of celebration in the house” (Simona, 23 years old).

The next question follows the historical periods preferred in terms of clothing style, precisely to identify why they have returned and are still preferred today. Two-thirds (10 out of 15) of those interviewed in the Baby Boomers generation mention the trends of the '70s and '80s: “the shirts of the '80s were more colorful and steamier (Vasile, 59), the men wore them. They were also very comfortable, I can confirm, I wore them for a long time” (Marcel, 55 years old) “the two-piece swimsuit, with high-waisted briefs and brightly colored prints” (Ana, 60 years old).

In the case of Generation Z, about half (7 out of 15) of the interviewees chose as the preferred clothing style the one specific to the '90s. Moreover, they mentioned that she still wears these items: “I wear mom-jeans, denim jackets, John Lenon-type glasses, crop tops, sneakers, leather jackets and boots, high-waisted pants and flares” (Anca, 22 years old), “Well, nowadays I like to dress like in the '90s. I have all kinds of retro dresses and high-waisted jeans in my wardrobe and I wouldn't give them away for anything more up-to-date” (Carmen, 21 years old).

Regarding the nowadays trends, two thirds (10 out of 15) of the Baby Boomers generation claim that they are a bit extravagant: “the current ones are, in my opinion, too extravagant. I don't necessarily find myself wearing what young people wear” (Sabina, 58 years old), “young people want to stand out a lot, sometimes it can be too much for the eyes” (Magda, 59 years old). However, 5 people appreciated them, considering them more practical and comfortable: “... nowadays I can wear pants at any time (laughs) Before, women were not allowed to do that” (Luiza, 58 years old). Generation Z notices that current trends also include more and more vintage elements, almost two-thirds of them (9 out of 15) talking about the cyclicity of fashion: “Well, now you can find almost everything my mother wore when she was young. She always tells me that too. Fashion always returns” (Rodica, 23 years old), “well, there are not many barriers between past and present trends, all of them being reinterpreted. Even the traditional Romanian dress is fashionable again” (Diana, 20 years old). The present

trends are preferred by both generations, to the detriment of those of the past. This is mainly due to the diversity and the many options they currently have when making a clothing purchase.

**Motivations for purchasing vintage products.** More than two thirds (11 out of 15) of Baby Boomers respondents stated that they purchased products belonging to other historical periods, all stating as their main reason their quality and authenticity: "Yes, I bought, the main reason is authenticity, but also quality, of course,, (Ermolania, 58 years old), "it is wonderful to buy a unique, quality product, but also with a story behind it" (Lidia, 57 years old); "I am passionate about old objects, especially furniture (...) They have a special scent and energy, especially if you know their story" (Catalina, 58 years old). Members of Generation Z claim that they purchased such products, belonging to distant periods, and the reasons mentioned by them are largely related to the quality of the materials: "yes, I bought from specialty stores, especially for the quality of the materials (...) and their uniqueness" (Cristi, 21 years old), "the materials are very different from the current ones" (Loredana, 21 years old).

The differences between the two generations are easy to identify: Baby Boomers prefer accessories, but also pieces of furniture, these being considered much higher in the past. Instead, Generation Z individuals primarily purchase clothing and footwear. Thus, these products also reflect the different concerns of the two generations: Baby Boomers take more care of comfort, well-being, while young people are more concerned with the image and how they will be cared for by those around them. However, the reasons for purchasing a vintage product of any type are largely the same: quality, authenticity, and uniqueness, being the most mentioned.

**The perception of the two generations on vintage products.** Almost all Baby Boomers participants (14 out of 15) in the interview consider that there is a difference between vintage and second-hand clothes: "you certainly can't compare some shabby clothes, second hand with some unique ones" (Marcel, 55 years old), "I don't think vintage = second hand. The difference is in quality and authenticity" (Mirela, 56 years old). They perceive second-hand clothes as cheap and worn: "in my youth, relatives from abroad brought us all kinds of clothes, worn, and we were very happy" (Aurora, 55 years old), "I associate second-hand clothes with the clothes bag which I just took out of the closet and I'm thinking about what to do with it" (Liliana, 55). Instead, vintage ones are seen as valuable, precious. Catalina (58 years old) defines the vintage clothes store as "an archeological site where, if you have patience and dig carefully, it can offer you treasures". In contrast, among all young people interviewed in Generation Z, opinions on second-hand clothes differ, considering that both second-hand and vintage clothes are uniquely produced: "I associate vintage and second-hand clothes with getting out of the herd". With the fact that you can look nice, without having to invest large sums in an outfit" (Carmen, 21 years old), "I think you can find vintage and second-hand clothes. If not, at least unique clothes, at ok prices" (Roxana, 23 years old).

**Identifying places that sell vintage products.** Almost two thirds (9 out of 15) of Baby Boomers respondents mentioned the antiques and antique fairs as places where they buy vintage products: "mainly, vintage products I buy at fairs, I was also in Bucharest at Valea Cascadelor" (Ana, 60 years old), "I went to fairs, antiques or antiques. There is a difference between the two. In the case of antiques, you are wonderful, but in the case

of junk you don't find much, more nothing that people want to get rid of" (Marcel, 55 years old). Moreover, five of them have participated in such fairs in other countries, such as Vienna, the Czech Republic, and Germany: "I have been to such a fair in Vienna, it is very different from us and I would recommend anyone to visit one if given the opportunity" (Sabina, 58 years old). Regarding online shopping, only three of the individuals claimed that they would buy such old products online, the main reason being distrust: "I would not buy online, I prefer to see with my own eyes and try if necessary" (Lidia, 57 for years). Ovidiu (62 years old) is passionate about music and bought old musical instruments from sites like OLX or Facebook groups: "when it comes to guitars, the old ones are museum pieces".

All the young people of the Generation Z also mentioned the flea markets as a source of purchasing vintage products, the one from Valea Cascadelor being mentioned by seven of the young people interviewed: "I went to fairs, of course. I always go when I have the opportunity and I would recommend this experience to anyone" (Simona, 23 years old), "I bought other things from Valea Cascadelor. I don't know other such big fairs in Bucharest" (Diana, 20 years old). Unlike Baby Boomers, they also buy a lot online, especially on Instagram accounts: "I buy a lot on Instagram, I follow all kinds of accounts with vintage products and if I see something I like I leave a message to the admin" (Rodica, 23 years old), "mainly I buy from Insta. There are a lot of accounts with super clothes and it's much simpler" (Manuela, 22 years old).

**Vintage products purchased by the two generations.** Two-thirds of Baby Boomers (10 out of 15) buy jewelry (necklaces, embroidered earrings, medallions): "a gold necklace with green stones bought from a fair in Sibiu 8 years ago" (Liliana, 55 years old), "a turtle-shaped frog with a small pink pebble" (Cătălina, 58 years old). Less than a third (4 out of 5) buy vintage clothing: "a dress over 100 years old, with slightly darker flowers, heavy, with an emphasis on the waist, midi, with long sleeves, buttoned dresses, many and with the same material, marked shoulders" (Maria, 56 years old).

The same feelings are found in the case of all young people in generation Z, who appreciate wearing unique items: "I feel as if I have special energy as if I were privileged to carry that object" (Manuela, 22 years old), "I feel special, different from those around me who are dressed the same" (Diana, 20 years old). They are also seen as a way out of banality. Unlike Baby Boomers, the vintage objects preferred by all the people from Generation Z interviewed are mostly less elegant clothing items: "a pair of purple bean pants, with all sorts of crazy prints. It looks a lot like the one I saw my aunt in a black and white picture" (Anca, 22 years old), "a Nike sweatshirt, green, classic, super simple" (Roxana, 23 years old).

One of the specific objectives of the research is to identify the most purchased vintage products. Two-thirds (10 out of 15) of Baby Boomer individuals mention accessories and jewelry of any kind, and, less often, footwear or clothing: "of course, jewelry: pendants, brooches, and rings with brightly colored stones" (Liliana, 55), "When I go to the fair I look for jewelry in particular. Or home decorations" (Ana, 60 years old). Instead, Generation Z prefers more clothing items, the most purchased being those specific to the '90s, years that they feel closer to and that have returned to current trends: "high-waisted jeans, most often. The ones like Mom Jeans" (Manuela, 22 years old), "crazy shirts, in the brightest colors, wide, made of silk" (Cristi, 21 years old), "I had

a little mania with the Adidas, Nike, sweatshirts by 90. I think I'm about 10" (Carmen, 21 years old).

Thus, we can see how Baby Boomers are more traditional, emphasize elegance and, therefore, purchase vintage products that are special and precious. Instead, Generation Z buys products that they often wear, but which are not so precious. Thus, we can say that Generation Z appreciates more the uniqueness and differentiation offered by wearing these items. Baby Boomers rarely buy and emphasize the authenticity and story of the product, Generation Z buys much more often, more to be on-trend.

Regarding the reasons behind the purchase and consumption of vintage products, the most mentioned reasons were the "personality" of these objects, which carries a story that makes them more special and desirable: "nostalgia, things well done, refinement and the elegance of vintage things. For me, they are a piece of history, treasures that come to life again" (Carmen, 56 years old). Instead, participants in Generation Z mentioned in particular the desire to stand out from those around them. For example, Cătălina (23 years old) also states this reason: "because it takes them a little out of the herd. (...) this consumerism needs a counterexample".

Baby Boomers appreciate the authenticity of vintage products and value the story of the historical period from which they come. Contrary to them, the Z generation is motivated by the extra image they can bring, by the desire to be appreciated and considered different from those around them. We can say that in the case of young people it is also a desire to belong to a group. Although many say they want to differentiate themselves from those around them, they still seek their assertion.

**Amounts invested in vintage products.** The amounts invested differ greatly, both in terms of people's income and in terms of the product purchased. Over a third (6 out of 10) Baby Boomers participants stated that they would be willing to pay a maximum of 500 euros: "if I like something very much and consider it worth the investment, I would give about 500 euros for such a product" (Ovidiu, 62 years old), "if it is a piece of furniture or something more valuable, about 500 euros" (Ermolonia, 58 years old). Other people would be willing to pay less: "Between 100 and 200 euros. If I had any amount, I would be willing to invest no matter how much" (Cătălina, 58 years old). Moreover, every month, they invest smaller amounts, up to 100 lei. However, in the case of more authentic and attractive products for them, they would be willing to spend even more money: "At most, I paid 5,000 lei for a piece of furniture. I recognize" (Luiza, 58 years old). In the case of Generation Z, these amounts are much smaller: two thirds (10 out of 15) would be willing to invest in a vintage item at most 600 lei, or even less. And in this case, there are exceptions, depending on the products purchased: "If it is a clothing item, probably a maximum of 150 euros. If they are interior design objects or cameras, probably 300 euros" (Irina, 23 years old). Although this category invests more often, monthly, the amounts are small, mostly ranging between 100 and 200 lei, this being explained by the budget they have.

*Analysis and interpretation of data obtained through interviews with physical or online vintage store owners*

**Robot portrait of the seller of vintage products.** Regarding the sources where they

get their information about the vintage products they sell, they all say that they do not have some sources that they read regularly, but they have studied the consumer's behavior over time. For example, the owner of the ResaleShop store gained knowledge after studying at the Faculty of Communication and Public Relations: "I also finished a communication faculty and I studied a lot of people's consumption behavior, their preferences, what motivates them and I can say that this information helped me a lot". However, half (4 out of 8) of the interviewees attribute the selection of materials to experience: "Now I have a trained eye and I know almost every piece if it is authentic, from what it is made, the way of processing" (Sertar Magic store owner). Moreover, vintage store owners were also asked about their favorite historical periods and past trends, precisely to identify whether they coincide with those of customers of the Baby Boomers and Z generations. More than half of the interviewees (5 out of 8) he prefers the '70s and '80s, especially mentioning the hippie period: "hippie madness is definitely my favorite. And the source of inspiration for the clothes we are looking for on the page" (Bite my Style account administrator). Other periods mentioned are the 1940s: "designers played with all kinds of details and precious elements, as bright and extraordinary as possible" (store owner Drag and Draga).

Asked about collecting vintage objects, all participants stated that they have personal collections, which they value very much. An example is the administrator of the Vintage Corner page: "I collect vintage Versace parts, especially rare models. They are not for sale, I care very, very much about them, they are like *my little treasure* so to speak". I also found a predilection for the Versace designer in the case of the owner of the Check Vintage Store, precisely because of the multitude of colors and prints used by him. Other mentioned collections were those of shoes, decorations, but also traditional ones. All store owners said that the products in their collections satisfy their passion for these trends. Moreover, for the owner of the vintage store Consignația7, the collection is one of the reasons for starting this business: "The sale somehow complemented my passion for vintage clothes, so yes."

**The specifics of specialty stores.** Regarding the store and the atmosphere found in it, all the owners describe their boutique as a relaxing and welcoming place, being intended both for purchasing products and for socializing: "We welcome people like in our house, with music on the background, honey, and smiles. In addition to this gentle atmosphere, Pepinot, our golden retriever, always helps us, always ready for new friends and caresses." (Drag and Dear store owner). Moreover, the owner of the Check Vintage Store describes her boutique compared to mass-market stores: "It's not the kind of store where you stop by the customer and ask him if you can help him with anything, but we're there in case he needs us". Also, in the case of the Sertarul Magic decoration and furniture store, it is described by the simple owner: "Significant objects". As strengths were mentioned especially the diversity of products, but also various events for customers, such as the ResaleShop store: "We have days dedicated to discounts, take out everything I have in stock and give them 5, 10 lei. Believe me, the yard is full on such days".

**Portrait of the frequent buyer of vintage products.** All interviewees describe their customers as young, aged between 20 and 35 years: "girls, teenagers dressed normally, but also fashionistas looking for unique pieces" (owner of Check Vintage Store), "young people, mostly, up to 30 years old, I would say" (ReSale Shop owner). The information is also confirmed by Instagram accounts whose information on the target audience is

much easier to follow: "20-34 years, but most of them are in the first category, I would say 20-25. Young people are super interested in such products, being very trendy at the moment to wear unique products" (Bite my Style page administrator), "20-35 according to Insights. I also confirm" (Vintage Hunter page administrator). The owner of the Check Vintage Store also describes her customers as young, but she also has customers and people belonging to the Baby Boomers generation: "We also have 50+ chic ladies who still visit us. I am a delight!" The only owner who mentioned that he is mainly visited by Baby Boomers is the one of the decoration and furniture store Sertar Magic: "They are curious people, generally older. It's as if I notice them trying to find the things they identify with, the ones they grew up with, looking for something familiar throughout the store", customers are described by the owner as "collectors and people with a sense of aesthetics".

The relationship with the clients is quite close, which is confirmed by all the interviewed participants: "If they happen to like something, in particular, we reserve them. But only for the most faithful" (store owner Drag și Draga). We also find rewards in the case of the Vintage Hunting Instagram page: "I reward the most frequent ones with a surprise in the package: a scarf, a belt". As for new customers with no knowledge in the field, all vintage store owners are faced with the second-hand label of used clothes. All the interviewees mentioned that they like to educate their customers and tell them about the concept behind the store: "we always stay to explain and tell them about us and the concept of the store" (Drag and Draga store owner), "I like it to talk to people, to explain to them and to have a lot of patience" (ReSale Shop owner). Thus, this relationship is associated with a friendship: "at first you introduce yourself, then you let the man know you" (owner of Sertar Magic).

Asked what are the most purchased products in the store, but also the most sought after by customers, stores that sell mainly clothing and footwear (7 out of 8) mentioned clothing belonging to the '80s and '90s as: "colored bundles. A little madness has been created with them! And the items that belong to the big fashion houses that are more than 30 years old: Versace, Dior, Gucci." (owner of the Check Vintage Store), "I had a period with the colorful bundles of brands, Adidas, Nike, Puma. Everyone asked me about them when we bring them if they were given. I post the goods on Instagram before and many come set on a certain object" (ReSale Shop store owner).

## Conclusions

From the first research question ("What are the historical periods and favorite trends?") There are some differences between the two generations: we identified a manifestation of nostalgia in both generations under analysis. This was more pronounced in the case of the respondents from the Baby Boomers generation, who told with emotion and enthusiasm about periods, moments, objects, and even trends that marked their existence and in which they would gladly return. In their case, the preferred periods are the 70s and 80s, which correspond mainly to their adolescence and youth; the trends belonging to the hippie trend are very popular, which they adopted: flowered shirts, with a large collar, flared trousers, platforms, bandanas, in the most vivid colors. Unlike them, Generation Z prefers the '90s, much closer to their childhood. Moreover, the trends of this period have returned to the present and are considered to be fashionable

again. Among the clothing items specific to these years, the ones preferred by young people are Mom Jeans high-waisted pants, bundles and suits, and sports blouses.

The next research question looks at the reasons why people buy vintage products. And in this case, we identified several differences, but also similarities between the two generations. Baby Boomers have more complex knowledge about the vintage current and buy such products because they consider them to be precious and of superior quality. For them, they are special and show care and protection for them because they are aware of their value. Also, an important reason for Baby Boomers is the authenticity of these products and the story they have. Instead, young people buy vintage products because they have a direct effect on their image, being considered fashionable. For this reason, he most often buys clothing and, very rarely, decorations or pieces of furniture. Moreover, they see these products as a way to differentiate themselves from those around them and to be considered special, associating them with "getting out of the herd". In this case, we believe that by wearing vintage products, they can satisfy their need for group membership and acceptance.

Regarding the third research question ("What are the products you buy most often?"), The products preferred by the two generations are diverse. The most popular are accessories, jewelry, clothing, decorations, and furniture. In the case of older people, I noticed a predilection for handmade jewelry and furniture. These are valuable products that require quality and require some knowledge before they can be purchased. Vintage jewelry is preferred for the craftsmanship with which it is made, being worn especially on special occasions, while the furniture is considered to be of quality and, for this reason, individuals of this generation recondition them. In this sense, we notice the care and attention that the Baby Boomers generation shows for vintage products. Unlike them, Generation Z mainly buys clothing and footwear. These belong mainly to the '90s and are not always purchased from specialty stores, but also from mass-produced stores that have adopted the retro current and brought it back today. Generation Z's preference for clothing is also justified by their constant concern for their image, the way they dress being essential, especially at a young age.

As for the amounts they invest in vintage products, they vary from generation to generation. In this sense, Baby Boomers are willing to invest more than the Z generation. One reason may be the income they have, but also their preferences for vintage products. Baby Boomers especially prefer jewelry and furniture, which are more valuable than clothing items, preferred by those in the Z generation. So, although it invests more often in such products, the Z generation is willing to pay a price. smaller compared to Baby Boomers. Moreover, I believe that this price is set according to the stores where they buy such products. In the case of Baby Boomers, those with decorations and furniture have much higher prices, these products are considered much more valuable than clothing, whose prices are average and accessible to the general public.

The fifth research question concerns the places where vintage products are purchased, but also the identification of the most famous such specialized locations in Bucharest. Baby Boomers most often attend antiques and antique fairs, precisely because they are the first form of this current, being authentic. Regarding online stores, we have identified some reluctance among Boomers consumers, guided by distrust in such services. This is also supported by the fact that these people are not so familiar with the technology and therefore do not have such extensive knowledge in the field. However, the OLX.ro

website, which is the equivalent of Etsy in Romania, is also quite popular among Baby Boomers. Young people, on the other hand, buy a lot online, from specialized websites, but also from Instagram accounts that sell such articles and whose popularity is growing. Being always up to date with everything new, young people have many sources from which they can buy such products, Instagram accounts that sell such products are a result of increased market demand, identified among the young generation Z. However, and Generation Z attend the fairs, the most popular and most mentioned among both generations being the one from Valea Cascadelor, organized every Thursday and weekend. The fairs abroad are also very popular, the most praised being those in Germany, but also those in Prague, Vienna or London. Among the most mentioned specialty stores in Bucharest are Check Vintage Store, Consignația7, Resaleshop, and Palatul Șuțu, and in terms of online stores, I mention Vintage Corner, dowries, Asos Marketplace, and Etsy, an international online platform where there are several merchants selling vintage items.

As for the buyers of vintage products, according to the store owners, they are young, aged between 20 and 25 years. In other words, members of Generation Z. They are always up to date with what is new and easily adopt current trends. They frequent vintage stores because they want to be appreciated for their way of being, but also for the desire to be considered different. Moreover, following the analysis, we notice how they have as a favorite period the 90s, years that they feel closer to and whose nostalgia they can feel, having strong influences even in their childhood.

The seventh research question sought to identify the portrait of vintage sellers. Although store owners, they are also sellers to provide customers with as much information as possible. They are all collectors, proof that vintage fashion is a passion for them, beyond a business. They are also very open and often take on the role of educating their consumers. Precisely for this reason, they are also consulted by friends or customers when the latter make a purchase decision. In other words, in groups, they can act as experts in vintage products. The last research question concerns the relationship that is established between the seller and the customer in the specialty stores. This relationship is based on friendship or, in some cases, friendship. In this relationship, an important role is played by the specifics of these vintage stores, which are also a social and leisure environment. Visiting a vintage store is more than just a purchase, it is an experience, meant to transpose the buyer into a world of the past. When it comes to new customers, sellers are very careful, providing all the information that buyers need to feel good in the store and determine the purchase of products.

The last research question concerns the relationship that is established between the seller and the customer in the specialty stores. This relationship is based on friendship or, in some cases, friendship. In this relationship, an important role is played by the specifics of these vintage stores, which are also a social environment, for spending free time. Visiting a vintage store is more than just a purchase, it is an experience, meant to transpose the buyer into a world of the past. When it comes to new customers, sellers are very careful, providing all the information that buyers need to feel good in the store and determine the purchase of products.

The general objective of the research is to identify the purchasing and consumption behavior of vintage products of the Baby Boomers generation compared to the Z

generation. Following the interviews, we identified several differences and similarities between the two generations. Moreover, the character traits and lifestyle specific to each generation are also reflected in their purchasing and consumption behavior. In this sense, for Baby Boomers the quality and authenticity of vintage products are paramount, being the main reason that influences their purchasing and consumption decisions. In their case, there is a greater feeling of nostalgia for certain periods or trends in their past. Thus, the most purchased vintage products are jewelry and furniture, products that, although they have higher prices, are superior in terms of quality to today's products. Baby Boomers consumers appreciate the value and value of the products they purchase, especially if they have an emotional charge. Instead, for generation Z, the image is a very important aspect, and vintage products can improve it. Also, the vintage trend is very popular nowadays, vintage products being considered to be fashionable, and the new generation is the first to adopt the new trends. In addition, young people in Generation Z really want to differentiate themselves from others, which is a reason that determines the purchase of products belonging to other historical periods. This is also reflected in the products belonging to the vintage trend that they purchase, namely, clothing items.

Regarding the limits of the research, a first impediment was the difficulty of finding subjects passionate about the vintage trend. In this regard, we consider that the desirability of the answers should also be mentioned. It is possible that, in the presence of another person or an interviewer, the interviewees may provide the information they consider correct, without their own opinions. In this regard, the interview guide also included some verification questions, which consisted of repeated requests for certain information to verify the veracity of the information.

As future directions, we consider relevant to analyze the consumption behavior of generation X, these being, in fact, the children of Baby Boomers and parents of generation Z. Thus, a complex analysis could be made that includes these three generations. Moreover, it would be interesting to study how this trend, so popular at present, has spread over the three generations and the influence of each generation in increasing its popularity.

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## Annexes

### Annex 1. Interview Guide for Generation Z and Baby Boomers representatives

1. If you were to go back to a certain period in the past, what would be that period? Please explain your choice.
2. Please tell me about a thing, an object, from that period that you would like to have now.
3. Do you have a favorite period in terms of clothing style? Please give me an example of a clothing item from that period that you would wear today.
4. How would you describe the current trends compared to those in that period?
5. Please give me an example of products from the past that you would like to be fashionable again.
6. If you had to choose, would you like to dress according to current or past trends? Please motivate your the choice.
7. Do you usually buy everything that is in trend or just what you feel it to be your style?
8. Have you ever purchased a product (clothing, furniture, jewelry) that belonged to a more distant historical period? If so, what was the motivation for buying it to the detriment of a new product?
9. Do you consider that the old products are of higher quality than the new ones? Please give me an example of such a product and mention the aspects that make it superior to a new product.
10. Please tell me what you associate second-hand clothes with.
11. Please tell me what you associate vintage clothes with. Is there any difference between second hand products and vintage products?
12. Please tell me where you buy vintage products (flea markets, specialty stores, websites).
13. Have you ever attended a flea market? If so, tell me, please, what is the impression about it and if you would participate again.
14. Have you ever bought used or vintage products online? If so, give me examples of some sites where you can purchase such products.
15. What is your favorite vintage store or fair? Please tell me why you like it.
16. Please describe to me your favorite vintage product.

17. Please describe to me the feeling you have when you wear your favorite vintage item (confident, strong, special).
18. Please give me some examples of vintage products that you buy most often (clothes, accessories, bags).
19. What do you think are the reasons why people prefer vintage products over mass-produced ones?
20. Before buying a vintage product, do you consult with certain people (group of friends, sites or groups)? If so, who are these people?
21. Please tell me how much you would be willing to invest in a unique vintage product from an important historical period.
22. Please, how much do you invest per month in vintage items?
23. Would you be willing to pay more for an authentic, but second-hand vintage product than for a trendy product from a mall store? Explain the answer, please.
24. In your opinion, do you think that there is a difference between vintage clothes, bought from specialty stores, and those purchased from stores in malls (Zara, H&M, Stradivarius)? Please tell me which these differences are.
25. Today, many young people wear clothes specific to certain periods in the past (for example, the return of the retro current). Why do you think this is happening?
26. Thank you for your time! Please let me know if you have anything else to add regarding the vintage products that were not included in this interview.

## **Appendix 2. Interview guide for vintage product store owners**

1. When did you discover your passion for vintage products? What attracts you the most to these?
2. Where do you get information about the products you sell? Do you read certain specialized sources? If so, please give me some examples.
3. Do you have a favorite historical period? Please tell me more about the trends you like from that period.
4. In addition to selling vintage products, are you also a collector? If so, please tell me more about your favorite items in the collection.
5. How would you briefly present the store to a new customer? What do you think are its strengths?
6. How would you describe your customers who step on the store's doorstep?
7. What is the age category of your customers?
8. What are the most purchased products in the store? But the most sought after?
9. Do you have loyal customers who visit you daily? How would you describe the relationship you have with them?
10. There are people who do not know about this current, but they visit your store. How do you manage your relationship with them?
11. Do you participate in any Facebook groups, websites, where you talk to people passionate about vintage?
12. Have you ever been consulted by someone about buying a vintage product? Please tell me what advice you are most often asked for.