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Sustainability in Retailing: A Study of Consumer Intentions Regarding Involvement in Charity Shop Activities

Abstract. Charity shops are an example of alternative retail formats that specialize in selling second-hand products. This activity is seen as a way of promoting sustainability since selling used products reduces wasteful purchasing of new products. What is more: by giving used products a second life, it is possible to raise money that can be transferred to people in need. The purpose of this article is to examine the relationship between past charity involvement of young consumers and their intentions of engaging in charity retailing; investigate which of the declared forms of engagement in charity retailing is preferred by respondents and how these variables are affected by such factors as gender and religiosity. Data for the analysis were obtained from a survey conducted in March 2018 using the PAPI method on a sample of 326 Poles aged 16-24. It was found that previous involvement in charitable activity correlates positively with an intention to engage in charity retailing activities. The study also showed that the most popular form of getting involved in charity retailing indicated by respondents is to donate something to a charity shop, while the least popular one is volunteer work for such a shop.

Keywords: sustainability in retailing, alternative retail format, charity shop

1. Introduction

Although the concept of sustainable development, formulated over 30 years ago [Report of the World Commission 1987] is nowadays recognized as one of the most fundamental principles ever postulated in the management of businesses

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** University of Economics in Katowice, Faculty of Economics, Katowice, Poland, e-mail: barbara.kucharska@ue.katowice.pl, phone: +48 602 259 736, orcid.org/0000-0003-0669-3330.

[Aras & Crowther 2010: 565-576], the question remains whether it is possible for a company to achieve growth while seeking to provide future generations with undiminished opportunities for meeting their needs [Seifi & Crowther 2017: 91-105]. The view that this is possible is based "on the assumption that the pricing system mediates the acquisition of the additional resources required for such development" and growth [Crowther & Seifi 2015: 59-79]. Unfortunately, the existing solutions in this respect are highly ineffective and the excessive exploitation of resources continues at a level that does not permit the implementation of the sustainability concept [Seifi & Crowther 2017: 91-105]. Increasing consumption is considered to be the main factor that hinders sustainability [Fischer, Böhme & Geiger 2017: 312-326]. A logical consequence of this is the call to reduce consumption, especially in those countries where its level is very high. The question arises how this postulate can be reconciled with the objectives of retailers seeking to increase their turnover. The answer to this question is complicated since a reduction in consumption may take the form of a direct reduction in the consumption of certain goods (mainly non-food); a reduction in the volume of purchases as a result of limiting wastage (food and non-food products); or changing the type of products purchased to those whose manufacturing and distribution are more environmentally friendly [Lehner 2015: 404-423]. An analysis of research into sustainability measures shows that those implemented by retailers are relatively less advanced than, for example, those in such cooperating sectors as transport and agriculture; and at a lower level than their key role as retailers in the supply chains would suggest [Wiese et al. 2012: 18-335]. In addition, research conducted in the UK into solutions applied in practice shows that despite declarations about implementing the concept of sustainability and promoting sustainable consumption, leading British retailers do very little in this respect [Jones, Hillier & Comfort 2014: 702-715]. Similar results were obtained in a study conducted in Sweden [Lehner 2015: 386-402]. At the same time, however, it can be observed that consumers have begun "to react more sensitively towards the eco-friendliness of product offerings" [Trudel & Cotte 2009: 61-68].

2. Literature review

The growing awareness of the need to restrict purchases, especially of new products, creates the basis for the development of such retail formats that allow people to buy used goods [Klouda 2008: 16-20].

For many years the retail sector has been undertaking actions aimed at re-introducing products on the market. In the case of food this mainly relates to redistributing excess food or food products which due to the short remaining

expiry date may have to be destroyed [Holweg & Lienbacher 2011: 307-326]; and in the case of non-food products this concerns the possibility of extending the usage cycle of products by giving them a second life. Recently, the number of second-hand shops has grown at about ten times the rate of other stores [Yan, Bae & Xu 2015: 85-98]. They adopt one of the retail formats referred to as alternative retail formats [Stone, Horne & Hibbert 1996: 4-15]. Their common, and at the same time important, distinguishing feature is that they implement the postulate of sustainable development in a much more radical way than traditional formats which sell new products. Their activities help to make better use of manufactured goods, which reduces the extent of product waste. As a result, excessive exploitation of natural resources can be limited, and at the same time it is possible to create an attractive offering for customers seeking unique products.

Charity shops (thrift shops in the USA) are one of the alternative retail formats. Such shops are especially popular in Great Britain and Ireland, their origin dating back to the end of the 19th century. In a book published in 1886 entitled *In Darkest England and the Way Out*, General Booth, the founder of the Salvation Army, expressed the view that there was a lot of wastage of goods in wealthy homes and that unnecessary things should be collected and re-introduced onto the market. He put his idea into practice by organizing groups of people who visited affluent homes and collected used items. These items were then sold from 'salvage stores' in London and provincial centres. The first charity shop in the form that is known today was opened in 1947 in Oxford by Oxfam. It sold surplus goods obtained in response to an appeal for helping the Greeks in Great Britain [Horne 2000: 113-124].

Since the 1990s a dynamic development of charity shops has been observed. While in 1992 there were 3480 such shops in the British Isles, in 2002 this number had increased to 6 220 [Parsons 2002: 586-594], and in 2018 to 11200. The vast majority of these stores (83%) are located in England. In Ireland there are currently about 400 charity shops [Charity Retail Association 2018].

Charity shops are defined by Parsons [Parsons 2002: 586-594] as stores that sell gently-used donated goods where the profits are used for charity. In some charity stores new products are also offered but they are in the minority [Horne & Broadbridge 1995: 17-23]. Merchandise that cannot be re-sold is recycled. An important distinctive feature of such shops is the low price level, which can be achieved thanks to the low costs connected with the involvement of volunteers in running the stores. Thus, when characterising charity shops, it is necessary to indicate three elements, which in themselves have been the subject of numerous studies and which go far beyond the area of retail trade. These are purchases of used products, voluntary work, and supporting others through donations (in the case of charity stores this means giving products to the shop for free). The first area in particular has been extensively researched [Herjanto, Scheller-Sampson

& Erickson 2016: 1-15], with purchases of used clothing being the most frequently studied aspect [Hansen 2000: 245-274; Hansen 2004: 369-392; Beard 2008: 447-468; Milgram 2012: 200-221; Yan, Bae & Xu 2015: 85-98], with particular emphasis on the motives for purchasing used clothes [Hansen 1999: 343-365; Roux & Korchia 2006: 29-35; Roux & Guiot 2008: 63-91; Guiot & Roux 2010: 355-71; Cervellon, Carey & Harms 2012: 956-974; Waight 2013a: 197-211; Waight 2013b: 159-162; Ferraro, Sands & Brace-Govan 2016: 262-268; Steffen 2017: 189-207; Liang & Xu 2018: 120-130].

Selling used products in a charity shop, however, has a distinctive character because it involves charitable activity; whether by donating something to the store or by buying used products with the intention of supporting the beneficiary. Thus, the motivations of people who engage in charity retailing in these two ways and through doing voluntary work vary significantly. Apart from pragmatic motives such as "seasonal cleaning" and the "need to free up space" in the case of donations [Mitchell, Montgomery & Rauch 2009: 255-269], and to "meet people, previous retail experience" and "near home" in the case of the motivations of volunteers [Broadbridge & Horne 1994: 421-437], respondents also mention such universal motives for all forms of involvement as "the willingness to help others and do good" [Mitchell, Montgomery & Rauch 2009: 255-269; Harrison-Evans 2016].

Poland has no tradition of charity stores. For most of the second half of the 20th century, i.e. in the years 1945-1989, it was a communist country struggling with excess demand for all consumer goods, and the resulting product shortages in stores. For many years after the fall of communism, shops offering used products were associated with poverty; shopping in them was a result of economic necessity, and the use of second-hand products was perceived as an indicator of low social status. What is also significant is the fact that Poland has a masculine culture (a masculinity index of 64 according to Hofstede – Country Comparison Tool 2018; Hofstede – Country Comparison Tool 2018), i.e. Polish people are more oriented towards material success than towards good quality of relationship among people. And it is much easier to demonstrate material success using new than second-hand products. Up till now buying used products by many people in Poland has been associated with poverty.

Most probably, the first charity stores in Poland were established by the Sue Ryder Foundation in the early 1990s. Only a few of them have survived to date. Currently, there are over 20 charity stores run by various organizations, including Caritas - the largest charity organization in Poland connected with the Catholic Church, but also by foundations which operate on a local scale. Some charity stores in Poland operate within the concept of social entrepreneurship. The majority of charity shops were established less than 5 years ago, and an evident growth trend in the number of stores of this format can be observed.

The authors undertook to investigate people's intentions of engaging in charity shop activities, which according to the Theory of Planned Behaviour (TPB) is a prerequisite for taking action in this respect [Fishbein & Ajzen 1975]. Staying within the scope of this theory, it was observed that past behaviour is a variable which strongly and positively contributes towards actual behaviour to donate money [Kashif, Sarifuddin & Hassan 2015: 90-102]. Assuming that TPB remains the main theoretical framework in the current study, a research model was formulated which is presented in Figure 1.
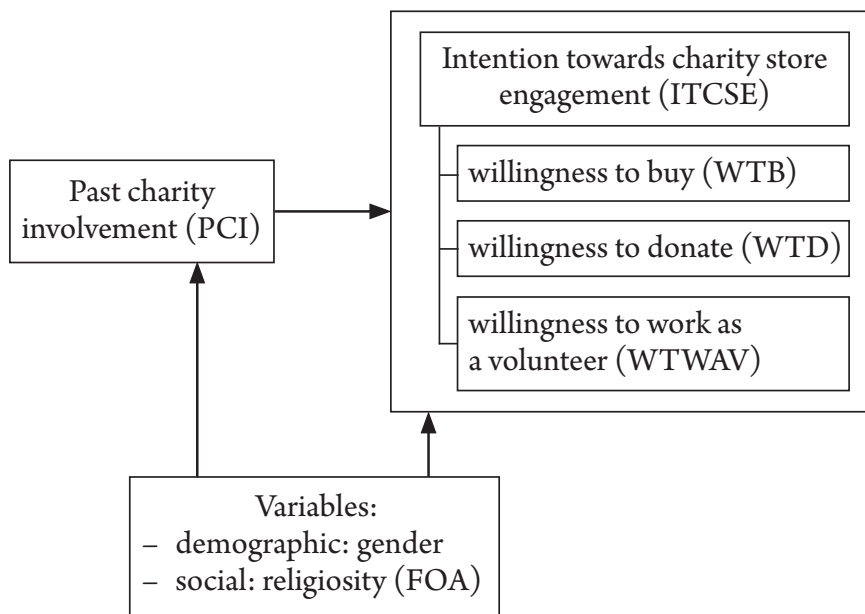

Figure 1. Research model

Source: own elaboration.

The main aim of the study was to investigate the relationship between past charity involvement (PCI) and the intention towards charity store engagement (ITCSE), which can take three potential forms [Borusiak & Paluchova 2018: 7-17]: willingness to buy something in a charity store (WTB), willingness to donate something to a charity store (WTD), and willingness to work for a charity store as a volunteer (WTWAV). With regard to this aim, the following research hypotheses were formulated:

H1: There is a significant positive correlation between past charity involvement (PCI) and intentions towards charity store engagement (ITCSE).

H2: The evaluation of intentions towards charity store engagement (ITCSE) depends of the level of past charity involvement (PCI).

Taking into consideration the three basic forms of engagement in charity retailing, i.e. donating something, buying something and working for a charity store as a volunteer; as well as the findings of previous research, which show that young

people are more likely to donate something than to buy something in such a shop [Montgomery & Mitchell 2014: 1-13]; a third hypothesis (H3) was formulated, which states that the manner of engagement in charity stores most preferred by young people is to donate something, while the least preferred one is to work as a volunteer.

H3: The most preferred way of engaging in charity store activities reported by respondents is a willingness to donate (WTD), while the least preferred is a willingness to work as a volunteer (WTWAV).

In view of the high level of professed religiosity among Poles (92% describe themselves as believers ["Kler" a stosunek do Kościoła 2018] as well as research results indicating that religious people are generally considered more moral; i.e. inclined, among other things, to be more generous [Ranganathan & Henley 2008: 1-11; Teah, Lwin & Cheah 2014: 738-760], as well as being more aware of the need to protect the environment [Felix, Asuamah, Darkwa 2013: 381–387], hypothesis H4 was formulated:

H4: Past charity involvement and intentions of engaging in charity store activity including its components (WTB, WTD and WTWAV) depend on the level of religiosity measured by the frequency of attendance (FOA).

Previous research also shows that women more frequently engage in charitable activities than men [Parsons & Broadbridge 2007: 552-567; Einolf 2011: 1092-1112; Toubman 2013: 121-131]. Therefore, the authors attempted to verify this finding with regard to Polish young men and women by formulating hypothesis H5:

H5: Both past charity involvement and intentions of engaging in charity store activity including its components (WTB, WTD and WTWAV) depend on the respondents' gender.

3. Materials and methods

In order to verify the hypotheses, a survey was conducted using the PAPI method on a convenience sample of 326 Poles aged 16-24 as charity/thrift shopping has been found to be more popular among young people aged between 16 and 24 years [Parsons 2000: 141-151]. The survey questionnaire consisted of three groups of questions: questions relating to past involvement in charitable activities (over the last year); questions relating to intentions of engaging in charity shop activities such as buying something from such a shop, donating something to a charity shop, or volunteer work; as well as demographic questions. The survey was conducted among students of Poznań University of Economics and Business and University of Economics in Katowice.

The following variables were defined in the study:

a) past charity involvement (PCI) – as regards past charity involvement (PCI) the authors, based on the results of focus group research, compiled a list of 15 actions divided into three groups and distinguished on the basis of four criteria: time spent on a given activity; the level of cost/expense; the level of risk; and potential long-term benefits. Table 1 shows a ranked list of charity activities, divided into those that require low engagement (item 1-5), moderate engagement (item 6-10), and high engagement (item 11-15), and the scores for affirmative answers.

Table 1. Potential charitable activities and their scoring

Item	Activity	Number of points for single activity	Number of points for repeated activity
1.	Sending an 'I am helping' text message	1	2
2.	Putting a small donation into a box during a public charity collection	1	2
3.	Giving a small amount of money to a street beggar	1	2
4.	Supporting a person asking for food	1	2
5.	Donating items during a food collection	1	2
6.	Giving 1% of tax to a charitable organisation	2	–
7.	Donating clothes to a person in need	2	4
8.	Preparing a parcel for the needy	2	4
9.	Supporting a specific known person with a larger sum of money	2	4
10.	Participating in a charity auction	2	4
11.	Supporting a specific unknown person with a larger sum of money	3	6
12.	Donating a larger sum of money to a charitable organization	3	6
13.	Donating blood	3	6
14.	Voluntary work for a charitable organisation	3	6
15.	Registering as a bone marrow donor	3	–

Source: own elaboration.

Each respondent could obtain a maximum of 55 points. Table 2 shows the point ranges on the basis of which the respondents were divided into three categories: those whose engagement was low, moderate, and high.

b) intentions towards charity store engagement (ITCSE) – to assess attitudes of consumers towards charity retailing, respondents' declarations regarding the possibility of their future engagement in the following types of activities related to charity store operations were used:

Table 2. Point ranges for dividing respondents according to their level of involvement

Level of engagement	Point ranges
Low	0-10
Moderate	11-28
High	29-55

Source: own elaboration.

– purchasing products that differ in terms of the degree of use (new, used) and the ability to meet the respondents' needs (necessary, unnecessary);

– donating to a charity shop products that differ in terms of the degree of use (new, used) and value;

– working in a charity store (e.g. working as a shop assistant, helping with cleaning the store, helping with receiving and sorting products) and/or working for a charity store (intellectual work, promotion activities). Such work would be provided on a voluntary basis.

The above potential activities require different levels of engagement on the part of consumers in terms of money, time and emotions. Table 3 shows the scoring adopted for purposes of further analysis (from 1 to 6 points) for each of the analysed types of engagement.

The ITCSE variable was calculated as a weighted average of points obtained in these three categories, i.e.:

– willingness to buy (WTB) (weight 0.25),
– willingness to donate (WTD) (weight 0.25),
– willingness to work as a volunteer (WTWAV) (weight 0.5).

The weights used reflect the different intensity of engagement in particular types of activities. It was assumed that donating and buying items have the same weight, while in the case of work the value is doubled because volunteering requires much more sacrifice(in terms of time expenditure and loss of profits) than donating and buying.

Willingness to buy (WTB) – this variable was determined on the basis of the scores for the individual potential options of purchasing products in a charity shop listed in Table 3.

Willingness to donate (WTD) – this variable was determined on the basis of the scores for the individual potential options of donating products to a charity shop listed in Table 3.

Willingness to work as a volunteer (WTWAV) – this variable was determined on the basis of the scores for the individual potential options of working for a charity shop listed in Table 3.

Table 3. Potential forms of engagement in charity retailing activities and their scoring

Potential form of engagement	Intensity of potential engagement	Number of points
Buying from a charity shop	Only a new item which I need	1
	Only a new item	2
	Only an item which I need, regardless of whether it is new or used	3
	Regardless of whether it is a new or used item	4
	Only a new item, even if I do not need the product, just to support the shop	5
	Even if I do not need the product, regardless of whether it is a new or used item just to support the shop	6
Donating something to a charity shop	Used item of little value	1
	Only a used item	2
	Only items of little value	3
	New item of little value	4
	Even a new item	5
	Any item	6
Voluntary work for a charity shop	Promoting the idea and shop, for example on Facebook profile	1
	Doing intellectual work for a charity shop (e.g. preparing a promotional campaign)	2
	Doing direct work in a charity shop (e.g. working as a shop assistant, receiving and sorting donated goods, cleaning)	3
	Doing intellectual work for a charity shop and promoting the idea and shop	3
	Doing direct work in a charity shop and promoting the idea and shop	4
	Doing both direct and intellectual work for a charity shop	5
	Doing both direct and intellectual work for a charity shop; promoting the idea and shop	6

Source: own elaboration.

Frequency of attendance (FOA) – to determine the level of religiosity, a variable in the form of frequency of attendance (FOA) was used. Based on the potential values of this variable, the sample was divided into three groups:

– very religious, characterized by a high frequency of attendance at religious services (once a week – several times a week),

– nominally religious, characterized by a low frequency of attendance at religious services (several times a year – 1-2 times a month),

– non-religious, not participating in religious practices and those refusing to answer the question about their frequency of attendance at religious services.

4. Results

Statistical analysis was performed using STATISTICA software (version 10). A p value of less than 0.05 was regarded as statistically significant.

Verification of hypothesis 1 was preceded by analysing the variables *Past charity involvement* and *Intention towards charity store engagement.* Table 4 shows the descriptive statistics – the mean, median, standard deviation (SD), coefficient of variation (CV %) and skewness – of both variables.

Table 4. Descriptive statistics of variable analysis

Variable	N	Mean	Median	Min	Max	SD	$CV\%$	Skewness
Past charity involvement (PCI)	326	15.10	14.0	0.0	47.0	8.45	55.95	0.79
Intention towards charity store engagement (ITCSE)	326	2.127	2.0	0.0	6.0	1.35	63.71	0.69

Source: own elaboration.

The distributions of both variables are right skewed and are not normal. The empirical distributions, Gaussian curve and results of the Kolmogorov-Smirnov test are presented in Figure 2.
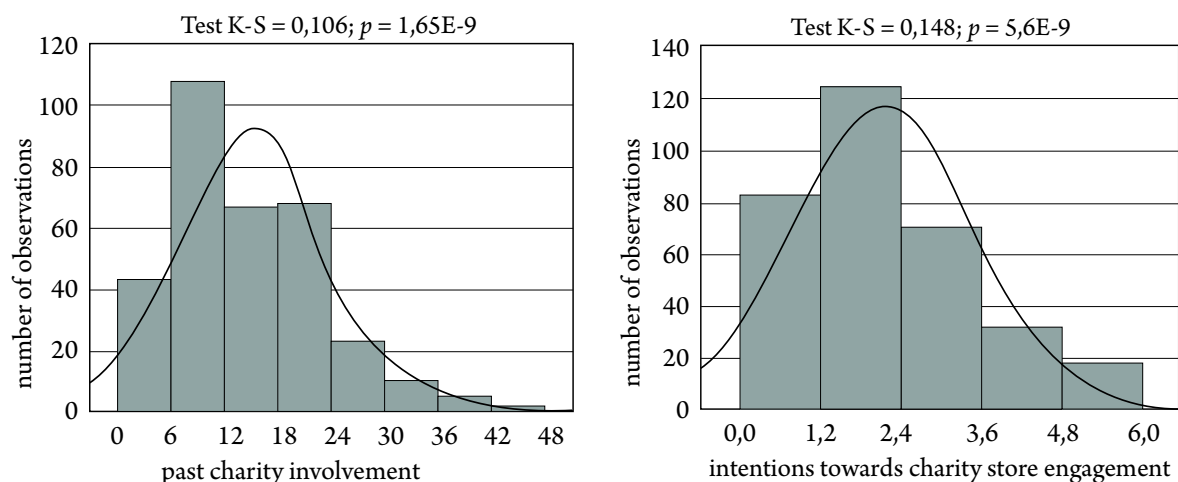

Figure 2. Empirical distributions of PCI and ITCSE variables:
past charity involvement and intentions towards store engagement

Source: own elaboration.

In this situation Spearman's correlation coefficient was calculated to verify H1, and the results of the t-test are presented in Table 5.
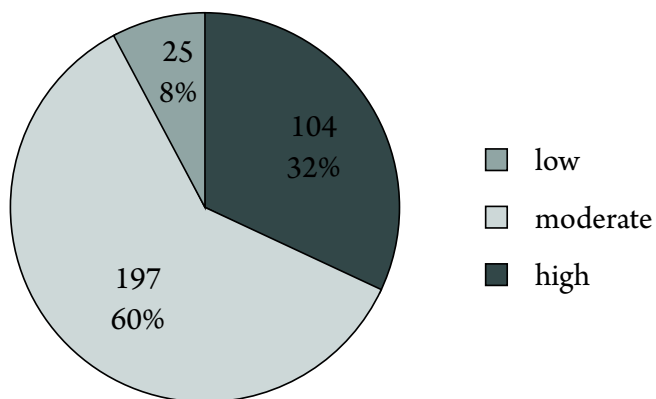
Table 5. Value of Spearman's correlation coefficient and the results of the t-test

N	RS	t(N-2)	P
326	0.262459	4.895898	0.000002

Source: own elaboration.

Since the *p*-value for the t-test was less than 0.05, it can be concluded that there is a significant positive correlation between the analysed variables.

Before the verification of hypothesis 2, the values of the *Past charity involvement* variable were analysed. The structure of the sample according to the level of PCI is presented in Figure 3.

Figure 3. Structure of the sample according to the level of *Past charity involvement*

Source: own elaboration.

The most numerous group of respondents were those declaring a moderate degree of involvement, while the subgroup of those with a high degree of involvement accounted for only 8% of respondents.

Descriptive statistics for the ITCSE variable in each group are presented in Table 6.

Table 6. Descriptive statistics for the variable *Intention towards charity store engagement* in three groups with different levels of past charity involvement

Level of involvement	N	Mean	Median	Min	Max	SD	CV %
Low	104	1.89	1.50	0.0	6.0	1.32	69.86
Moderate	197	2.16	2.00	0.0	6.0	1.36	62.81
High	25	2.86	2.50	0.5	5.5	1.24	43.49

Source: own elaboration.

The largest variation in the analysed variable can be observed in the group of respondents with a low degree of past involvement (the coefficient of variation is almost 70%).

To verify hypothesis H2, a non-parametric ANOVA Kruskal-Wallis test was performed. Its result indicates that the distribution of the variable *Intentions towards charity store engagement* varies across three groups: with low, moderate and high level of past charity involvement (results of Kruskal-Wallis test: H ($df = 2$, $N = 326$) = 13.158; $p = 0.0014$)). The results of the Kruskal-Wallis test are presented in Figure 4.
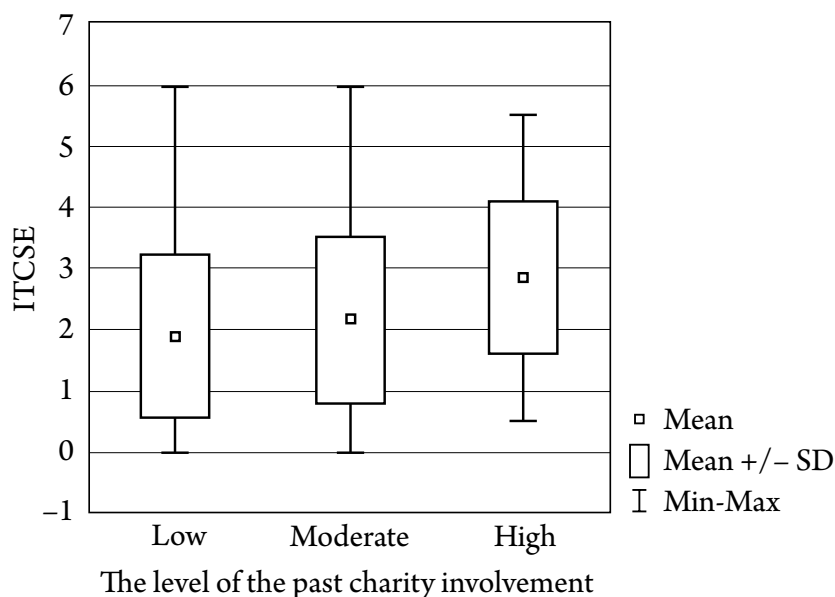

Figure 4. Graphical representation of the Kruskal-Wallis test results

Source: own elaboration.

Differences in the level of *Intentions towards charity store engagement* within the defined groups were examined using the Dunn *post hoc* test. The obtained results of pairwise comparisons confirmed that higher values of the ITCSE variable for the group with a high level of PCI were statistically significant, whereas differences in the level of ITCSE for the groups with low and moderate levels of *PCI* were not found to be statistically significant.

The variable *Intentions towards charity store engagement* is composed of three variables (WTB, WTD, WTWAV), whose descriptive statistics are presented in Table 7.

Empirical distributions of these variables are presented in Figure 5.

To verify hypothesis H3, a non-parametric ANOVA Friedman test was conducted. The null hypothesis for the Friedman test is that there are no differences between the distributions of the three variables WTB, WTD and WTWAV.

Table 7. Descriptive statistics for the variables WTB, WTD, WTWAV

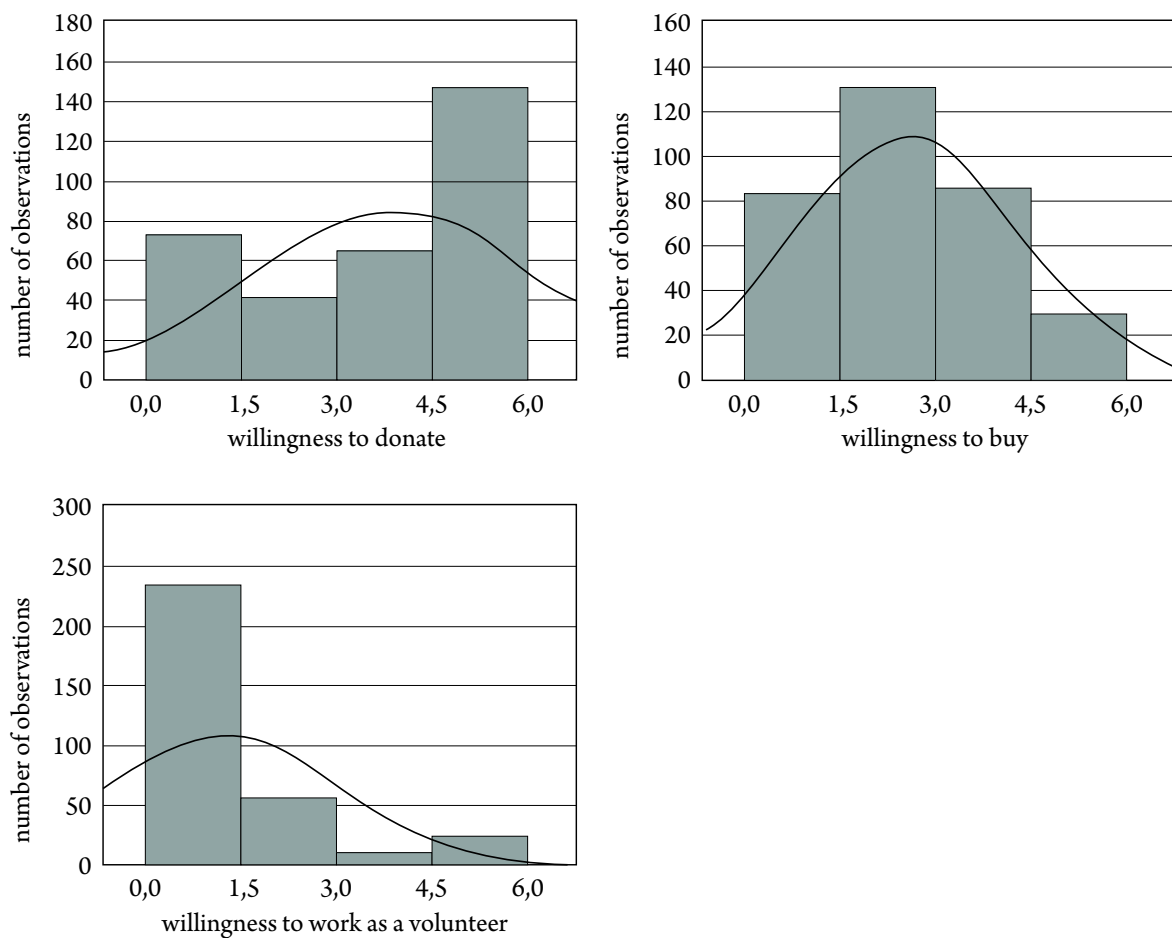| Variable	N	Mean	Median	Min	Max	SD	CV %	Skewness
Willingness to buy (WTB)	326	2.466	2	0	6	1.817	73.68	0.197
Willingness to donate (WTD)	324	3.824	4	0	6	2.292	59.94	−0.580
Willingness to work as a volunteer (WTWAV)	326	1.120	0	0	6	1.775	158.56	1.508

Source: own elaboration.

Figure 5. Empirical distributions of the variables WTD, WTB and WTWAV: willingness to donate; willingness to buy; willingness to work as volunteer

Source: own elaboration.

The test was significant – Chi^2 ANOVA $(df = 2, N = 324) = 236.2420; p = 0.00000$ – with Kindall's coefficient of concordance of 0.36 indicating fairly strong differences among the three concerns. The Friedman test rejects the null hypothesis of no difference among the distributions, so post-hoc analysis was carried out to

assess which differences are significant. For pairwise comparison, the Wilcoxon signed-rank test was conducted with a Bonferroni correction applied, resulting in a significance level set at $p < 0.017$ (0.05/3).

Results of pairwise comparisons using the Wilcoxon rank sum test are presented in Table 8.

Table 8. Results of the pairwise comparisons

Pair	N	T	Z	p
WTD &WTB	259	7183.00	8.00	0.000000
WTD & WTWAV	259	1693.50	12.55	0.000000
WTB & WTWAV	243	4369.00	9.53	0.000000

Source: own elaboration.

It can be concluded that for each pair of variables the difference between their distributions is significant (all p values are less than 0.017). *Willingness to donate* received the highest scores and *Willingness to work as a volunteer* the lowest. These results are presented graphically in Figure 6.
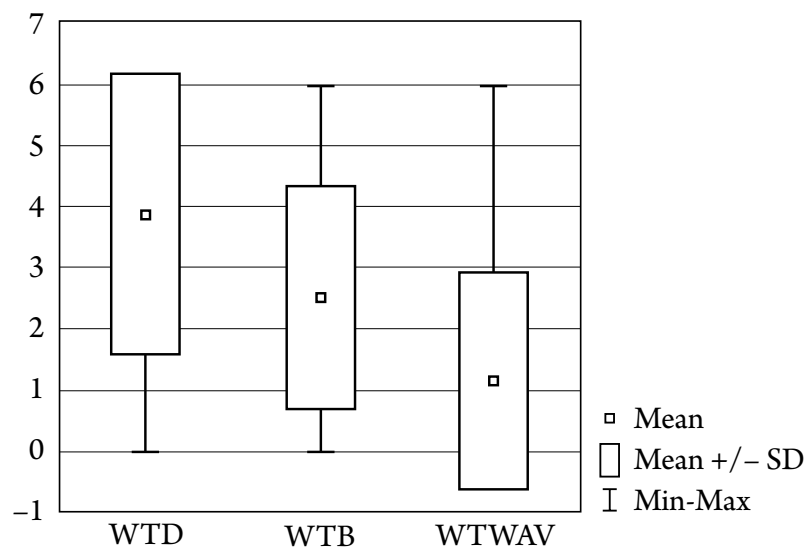

Figure 6. Graphical representation of the Friedman test results

Source: Source: own elaboration.

Considerably more women (224; 69%) than men (102; 31%) took part in the study. The structure of respondents according to *Frequency of attendance* is shown in Figure 7.

To verify hypothesis H4, a non-parametric ANOVA Kruskal-Wallis test was used. The results of the test are presented in Table 9.
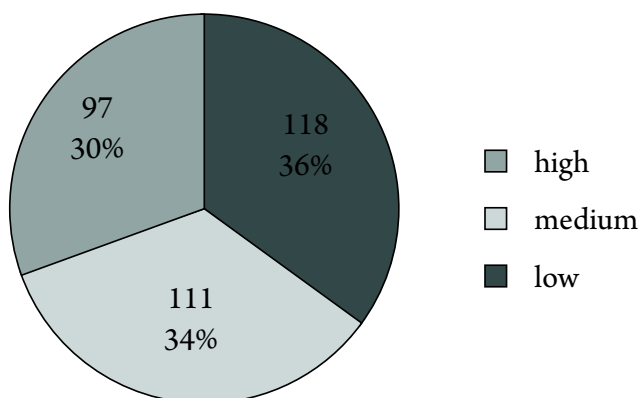
Figure 7. Structure of the sample according to *Frequency of attendance*

Source: own elaboration.

Table 9. Results of the Kruskal-Wallis test

Variable	Results of Kruskal-Wallis test
Past charity involvement	H (2, N = 326) =1.2675; p = 0.504
Intentions towards charity store engagement	H (2, N = 326) =10.564; p = 0.0051
Willingness to donate	H (2, N = 324) =5.91; p = 0.0521
Willingness to buy	H (2, N = 326) =1.1; p =0.5769
Willingness to work as a volunteer	H (2, N = 326) =8.69; p = 0.0130

Source: own elaboration.

After analysing these results, it can be concluded that the levels of only two variables, *Intentions towards charity store engagement* and *Willingness to work as a volunteer*, depend significantly on *Frequency of attendance*. Differences in the level of *Intentions towards charity store engagement* within the defined groups were examined using the Dunn *post hoc* test. The results of pairwise comparisons confirmed the statistical significance of lower values of the ITCSE variable for the group with a low level of FOA; differences in the level of ITCSE for groups with high and medium levels of FOA were not statistically significant.

Similar results of pairwise comparisons were obtained for the *Willingness to work as a volunteer* variable: lower values of the ITCSE variable recorded for the group with a low level of FOA were found to be statistically significantly.

Descriptive statistics for the variables *Intention towards charity store engagement* and *Willingness to work as a volunteer* grouped by *Frequency of attendance* are presented in Table 10.

To verify hypothesis 5, the Mann-Whitney U test was used. The results for each of the variables are presented in Table 11.

Table 10. Descriptive statistics for the variables *Intention towards charity store engagement* and *Willingness to work as a volunteer* grouped by *Frequency of attendance*

Variable	Frequency of attendance	*N*	Mean	Median	*SD*
Intentions to engage in charity retailing	High	118	2.34	2.00	1.39
	Medium	111	2.19	2.00	1.27
	Low	97	1.80	1.50	1.36
Willingness to work	High	118	1.38	0.00	1.88
	Medium	111	1.20	0.00	1.75
	Low	97	0.78	0.00	1.63

Source: own elaboration.

Table 11. Results of the Mann-Whitney U test

Variable	Sum of ranks Female	Sum of ranks Male	*U*	*Z*	*p*	*N* Female	*N* Male
Past charity involvement	37500.5	15800.5	10547.5	1.1102	0.2669	224	102
Intentions towards charity store engagement	38941.5	14359.5	9106.5	2.9364	0.0033	224	102
Willingness to donate	38464.0	14186.0	9035.0	2.8501	0.0044	223	101
Willingness to buy	35540.0	17761.0	10340.0	−1.3732	0.1697	224	102
Willingness to work as a volunteer	39169.0	14132.0	8879.0	3.2247	0.0013	224	102

Source: own elaboration.

Only three variables, *Intentions towards charity store engagement, Willingness to donate and Willingness to work as a volunteer,* depend significantly on gender ($p < 0.05$).

Descriptive statistics for these variables grouped by gender are presented in Table 12. The means of the analysed variables are lower for men.

Table 12. Descriptive statistics grouped by gender for the variables *Intention towards charity store engagement, Willingness to work as a volunteer* and *Willingness to donate*

Variable	Gender	*N*	Mean	Median	Min	Max	SD
Intentions towards charity store engagement	Female	224	2.29	2.00	0.00	6.00	1.42
	Male	102	1.78	1.50	0.00	5.00	1.14
Willingness to work	Female	224	1.36	0.00	0.00	6.00	1.90
	Male	102	0.60	0.00	0.00	6.00	1.34
Willingness to donate	Female	223	4.08	4.00	0.00	6.00	2.21
	Male	101	3.27	4.00	0.00	6.00	2.39

Source: own elaboration.

5. Conclusions

Out of consideration for future generations, it is important to find out what is people's willingness to support sustainable initiatives, also in the retail trade sector. The analysis of correlations between *Past charity involvement* and *Intentions toward charity store engagement* revealed the existence of a statistically significant relationship between these variables, which means that hypothesis H1 can be confirmed. It is quite surprising, however, that this relationship is not very strong. This may be a consequence of the main limitation of the study, i.e. the small number of experiences related to the charity shop format among the respondents and their resultant caution with regard to declaring an intention of engaging in such activities.

As regards the verification of hypothesis H2, it was shown that the variable *Intentions towards charity store engagement* was differentiated across the three groups; those with low, moderate and high levels of past charity involvement; and thus hypothesis H2 was confirmed.

The results relating to the preferred form of engagement in charity shop activities indicate that most preferred form indicated by young people is to donate something; this was followed by the option of buying something; working for a charity store turned out to be the least preferred form. Thus, the H3 hypothesis can be regarded as confirmed. This finding is broadly in line with the results obtained by Montgomery and Mitchell [Montgomery & Mitchell 2014: 1-13], who in their US study found that people aged 18-34 are more likely to donate something than to buy something. This may be connected with a tendency among young people to give priority to experiencing the reality over the accumulation of goods. In addition, young people tend to show a great interest in new arrivals on the market, which can also prompt them to get rid of goods which are no longer up-to-date.

Hypothesis H4 was partially confirmed. The levels of only two variables, *Intentions towards charity store engagement* and *Willingness to work as a volunteer*, depend significantly on religiosity measured by *Frequency of attendance*. This finding is quite surprising since previous studies found that religious involvement does have a positive influence on various forms of civic behaviour and charitable giving [Hodgkinson, Weitzman & Kirsh 1990: 93-114; Jackson et al. 1995: 59-78; Perks & Haan 2011: 107-129]. This may indicate a superficial character to respondents' religiousness, which does not translate into life decisions in the economic sphere. Research conducted in Poland shows that despite declared religiosity, religious commands are not considered to be particularly binding [Mariański 2015: 826]. However, the issue of the influence of religiosity on sustainable consumption,

including the tendency to make sacrifices, seems to be an interesting area for further research.

Hypothesis H5 was also partially confirmed. The levels of three variables, *Intentions towards charity store engagement*, *Willingness to donate* and *Willingness to work as a volunteer* depend significantly on gender. In the case of other variables (*Past charity involvement* and *Willingness to buy*), no such dependence was discovered. This finding is broadly consistent with the results of a study by Broadbridge and Horne [Broadbridge & Horne 1994: 421-437], who found that women become volunteers in charity stores more frequently than men (most often these are women over the age of 55). The results obtained in the present study also confirm the findings of a study on charitable giving conducted in 2016 in the United States [Women and Giving 2016], which showed that women donate to charity more often and in larger amounts than men.

The issue of attitudes and intentions with respect to alternative retail formats, including charity stores, remains a very interesting area for further research because of the multitude of determining and moderating factors involved. It would seem worthwhile to investigate the intentions of shopping in various alternative retail formats to identify any differences between the determinants of shopping in such places as second hand stores, charity stores and vintage stores; especially in countries with moderate levels of economic development where second-hand products can be perceived as inferior to new ones.

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Zrównoważony rozwój w handlu detalicznym. Badanie intencji zaangażowania w działalność sklepów charytatywnych

Streszczenie. Celem artykułu jest przedstawienie związku między dotychczasowym zaangażowaniem w działalność charytatywną młodych konsumentów a ich chęcią angażowania się w działalność sklepów charytatywnych, a także rozpoznanie, które z potencjalnych form zaangażowania na rzecz sklepów charytatywnych są preferowane przez respondentów, oraz jak na ich deklaracje wpływają takie czynniki, jak płeć i religijność. W artykule wykorzystano wyniki badań bezpośrednich zrealizowanych w marcu 2018 r. techniką PAPI wśród 326 Polaków w wieku 16-24 lata. Przeprowadzona analiza wykazała, że wcześniejsze zaangażowanie w działalność charytatywną koreluje pozytywnie z chęcią angażowania się w działalność sklepów charytatywnych. Najczęściej deklarowanym przez konsumentów sposobem angażowania się w handel charytatywny jest przekazanie rzeczy do sklepu charytatywnego, a najrzadszym praca w takim sklepie.

Słowa kluczowe: rozwój zrównoważony w handlu detalicznym, alternatywny format handlu detalicznego, sklep charytatywny