

REGIFT - Research Internship on Second-hand Gift

Theoretical and managerial context of the research

This research named “REGIFT” is in line with the [Kid'Innov project](#), which received regional funding for two years ending in June 2025, and focuses on consumers' representations and perceptions of second-hand gifts (in an ongoing qualitative exploratory study), on the one hand, and on how sellers (brands and/or retailers) promote the act of giving this type of gift, on the other. The intern will more particularly contribute to this second phase of the project.

Buying secondhand has become common practice, particularly in the textile, electronics, and toy sectors. However, its extension to the sphere of gifts between individuals raises new questions. With the rise of sustainable consumption practices, the practice of offering second-hand gifts challenges long-standing social norms and provides fertile ground for academic investigation. Indeed, giving a second-hand gift is not solely based on utilitarian or ecological considerations but questions the social and personal norms that govern the act of giving (Givi et al., 2023). The gift, as a specific form of giving, carries strong cultural, social, and emotional meanings (Belk, 2010; Sherry, 1983). The act of giving is a symbolic representation of the connection between a giver and a recipient, involving practices and rituals (searching, use, dispossession), meanings (interpretation of the gift), and social, cultural, and family contexts, which have a direct impact on relationships with others and on one's identity (Weinberger et al., 2025). Thus, giving a second-hand gift changes the “rules of the game” and, in particular, the prevailing social norms, in the sense that it can conflict with a stable and shared conception (McKirnan, 1980) that the object given must be new—at least for the giver (Teigen et al., 2005).

Missions of the internship

The internship will focus on the study of the influence of promotional messages on consumers' intention to offer second-hand gifts, with a quantitative experimental approach. The student will develop several promotional message scenarios (e.g., emphasizing sustainability, authenticity, or economic benefits) and test their effects on participants' intention to offer second-hand gifts. Data collection will involve online surveys using experimental manipulations with randomized exposure to promotional messages. Statistical analyses (e.g., ANOVA, regression modeling) will be used to assess the impact of message framing on consumers' behavioral intentions. Additionally, the student will be encouraged to compare French consumers' reactions with those of participants from his/her home country, allowing for a cross-cultural analysis of the normativity, acceptance, and symbolic interpretations associated with second-hand gift-giving.

More particularly, the internship will enable the student to:

- Contribute to the literature review and its update on gift-giving, relational gifting, second-hand, sustainability and second-hand marketing both from a consumer and an organizational perspective.
- Develop expertise in experimental research design within consumer behaviors (testing the intention to giving second-hand gift under specific conditions).
- Analyze how promotional messages influence attitudes and intentions toward second-hand gifts.
- Compare and contrast cultural differences (between French consumers and another European market to be defined) in the perception of second-hand gift-giving.
- Provide insights for marketers and policymakers on how to design communication strategies that encourage sustainable gift-giving practices.
- Participate in the scientific promotion process through the writing of a The Conversation paper, and possibly a scientific communication and/or article submission to a classified journal.
- As the AFM (Association Française du Marketing) annual international congress will take place in Angers in May 2026, the intern will be associated to the event (participation to the sessions, help of the organization committee).

Alignment with the SDGs

This research project aligns with the Sustainable Development Goals (SDGs), particularly SDG 12 (Responsible Consumption and Production). By exploring how promotional strategies can normalize second-hand gift-giving, the project contributes to the reduction of waste and the promotion of circular economy practices. Moreover, this research is consistent with the European Green Deal and the EU Green Alliance objectives, which emphasize sustainable consumption, reuse, and the development of innovative marketing practices that encourage environmentally responsible behaviors.

Specific conditions of the internship

The internship is designed for a Master's student in marketing, psychology, sociology, or related disciplines.

It is offered by the [GRANEM](#), a laboratory in economics and management field from the University of Angers, and will be supervised by Eva Cerio, Tiphaine Chautard-Dardé & Gaëlle Pantin-Sohier. It will last from 4 months (starting from February to April) to 6 months (starting from January to March), for 35 hours per week with remote work available (2 days per week). It will take place at IAE Angers, 13 Allée François Mitterrand, 49100 Angers and will result in a salary bonus in accordance with French law.