

## TRADE OF SECOND-HAND PRODUCTS, AS A MEANS OF SOCIAL EMERGENCE IN THE EUROPEAN UNION AND HUNGARY

E. Kovács, Z. Lőke, I. Bokor

### Abstract

The seasonal changes of fashion makes it possible for the consumers to modify their attachment to social groups, and change their group identities by purchasing newly emerging products as social „symbols”. This consumer orientation motivates the social life of Western European societies, too. As fashion changes, these social groups change not only their old cars, but all their commodities from cutlery to laptop. The outdated, old-fashioned „junk” of the Western consumer society has become a serious trade in Hungary, similarly to the second-hand shops having been spread throughout the country in the nineties. Many Hungarian citizens of the small villages of Transdanubia find not only their livelihood, but the road to prosperity in these junk dumping occasions. The main area of our research is a selected group of microregions in West-Transdanubia (microregion of Zalaszentgrót, Nagykanizsa, Tapolca, etc.), and villages and towns in Austria (Graz), and Serbia (Subotica), which are either the source or the end of the junk picker routes.

**Key words:** junking, social emergence, enterprise, forced economy, symbolic goods, international trade

**This project was supported by OTKA,  
research project identification number is 049335.**

### Literature

- [1] BOURDIEU, P. (1984). *Distinction: A Social Critique of the Judgement of Taste* Cambridge Harvard U.P. p. 11-96; 466-601.
- [2] CAMPBELL, C. (1996). "A modern fogyasztói étosz rejtélye" In: *Replika* 21.-22. sz. p. 117-137.
- [3] ERDEI, F. (1944). *A magyar társadalom*. In: *A magyar társadalom*. Budapest. 1980.
- [4] JETER, J. (2002). *The Dumping Ground As Zambia Courts Western Markets, Used Goods Arrive at a Heavy Price* Washington Post Foreign Service, Monday, April 22, 2002; Page A01
- [5] KONISHI, H. AND SANDFORT, M.T. (2000.). *Existence of Stationary Equilibrium in the Markets for New and Used Durable Goods*. Working Paper , Department of Economics, Boston College, Chestnut Hill, MA 02467-3806.
- [6] LALONE, M. et al. (1993) *Making a Buck: Social and Economic Adaptations in an Appalachian Flea Market*. Paper presented at the appalachian studies Association conference, Johnson City, TN.
- [7] RINGOLD, D. (2000). *Roma and the Transition in Central and Eastern Europe: Trends and Challenges* The International Bank for Reconstruction and Development , THE WORLD BANK, Washington, D.C. 20433.
- [8] SIMMEL, G. (1973). *Válogatott társadalomelméleti tanulmányok* Bp. Gondolat Kiadó
- [9] SWISKO, G. (2000). *A note on scrap in the 1992 U.S. input-output tables* Open File Report 300-313, U.S. Department of The Interior, U.S. Geological Survey
- [10] SZELENYI, I. (1990). *Új osztály, állam, politika* Bp. Európa Kiadó
- [11] VEBLEN, T. (1975). *A dologtalan osztály elmélete* Bp. KJK
- KÁLLAI, ERNŐ (1998): *Roma vállalkozók 1998-ban* www.mtaki.hu
- KOVÁCS E, BACSI ZS. (2002): *Small Business Development along Lake Balaton in Hungary. Eastern European Countryside*, t. 8. Toruń, Lengyelország
- KOVÁCS E, BOKOR I, BACSI ZS (2003): *Foreign Property Ownership in the Lake Balaton Region*. Bulletin of the University of Agricultural

### Sources of informatin

- APPADURAI, ARJUN (1996): *Fogyasztás, időtartam, történelem*" In.: *Replika* 21.-22.sz. p. 81-97.
- BOKOR I. (2003): *On virginity* In.: ARANJ Organization For Roma Women' s Rights - Network Women' s Program of the Open Society Intsitute p.: 10 –20.
- HAWKINS - BEST - CONEY THIRD ed. (1986): *Consumer Behavior* New York

- Sciences and Veterinary Medicine Cluj-Napoca Vo. 60/2003. p: 188-194.
- KOVÁCS E.- BOKOR. I. (2003): A külföldi állampolgárok ingatlanszerzésének gazdasági és társadalmi hatása a Balaton Kiemelt Üdülőkörzetben [www.balatonregion.hu](http://www.balatonregion.hu) (tanulmányok 1-64 o.)
  - KOVÁCS E.-BOKOR I. (2004): Transznacionális áramlások hatásai a Balaton Kiemelt Üdülőkörzetben - különös tekintettel az Európai Unió állampolgáira és a magyarországi roma kisebbségekre” kézirat.
  - PETER & OLSON ED. (1987): Consumer Behavior Homewood, Illinois

#### **Kontaktí adresa - Contact address**

*Ernő Kovács<sup>1</sup> – Zsuzsanna Lőke<sup>2</sup>–Ibolya Bokor<sup>3</sup>*

<sup>1</sup> associate professor, <sup>2</sup> university teaching assistant,

<sup>3</sup> PhD student

University of Pannonia, Georgikon Faculty for Agriculture

Department of Economic and Social Sciences

West Balaton Social Science Research Group

Address: 16 Deák Ferenc Street, 8360 Keszthely

Hungary

---