



Second-hand Luxury – the New Minimalism?

Exploring the Impact of Voluntary Simplicity on
Consumer Valuation of Second-hand Luxury

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Abstract

Continuing growth in the luxury fashion industry reveals the significant contribution to environmental issues, overconsumption, and waste of resources. The slowly growing expansion of collaborative consumption provides luxury brands with opportunities to engage in sustainable consumption and to understand consumer valuations toward second-hand fashion.

An experimental study was conducted to examine the impact of type of second-hand luxury fashion (conventional vs. sustainable) on consumer valuations, namely on design, quality, and trust perceptions, on collaborative consumption preferences, and willingness to buy second-hand fashion. The double moderation role of consumer motivation (utilitarian vs. hedonic) and voluntary simplicity was also tested. Further, a mediation analysis of positive emotions between the type of second-hand luxury fashion and consumer valuations was examined.

Findings indicate consumers exhibit a more robust valuation toward conventional than sustainable second-hand luxury. Quality perceptions are mainly hedonically driven, while collaborative consumption preferences tend to rely on utilitarian motivation. The moderating effect of voluntary simplicity on the relationship between types of second-hand luxury fashion and consumer valuations is particularly relevant. Individual differences in minimalistic lifestyles affect consumers' preferences to a point where sustainable second-hand fashion is not a differentiating factor. This phenomenon is further observed via the indirect effect of positive emotions on the aforementioned relationship.

The current dissertation provides valuable insights concerning the paradox between second-hand luxury fashion and sustainability. It provides both, theoretical and practical implications for marketers, managers, and brands about the important role of individual differences such as voluntary simplicity on consumers decisions when evaluating second-hand luxury fashion.

Keywords: second-hand fashion, luxury fashion, sustainable fashion, voluntary simplicity, collaborative consumption, consumer valuations, motivations.

Resumo

O crescimento contínuo da indústria da moda de luxo revela uma contribuição significativa para questões ambientais, consumo excessivo e desperdício de recursos. A expansão lenta e crescente do consumo colaborativo oferece às marcas de luxo oportunidades de se envolverem no consumo sustentável e de compreenderem as avaliações por parte dos consumidores relativamente à moda em segunda mão.

Foi realizado um estudo experimental para examinar o impacto do tipo de moda de luxo em segunda mão nas avaliações dos consumidores, nomeadamente nas perceções de design, qualidade e confiança, bem como nas preferências de consumo colaborativo e na vontade de comprar moda em segunda mão. O papel de dupla moderação de motivação de consumidor e da simplicidade voluntária foram também testados. Foi examinado o papel mediador das emoções positivas entre o tipo de moda de luxo em segunda mão e as avaliações dos consumidores.

Os resultados indicam que os consumidores exibem uma avaliação mais robusta relativamente ao luxo em segunda mão convencional comparativamente com o luxo em segunda mão sustentável. O efeito moderador da simplicidade voluntária na relação entre o tipo de moda de luxo em segunda mão e as avaliações dos consumidores revela-se particularmente relevante. As diferenças individuais nos estilos de vida minimalistas afetam as preferências dos consumidores a um ponto em que a moda sustentável em segunda mão não é um fator diferenciador.

Fornece implicações para gestores e marcas sobre o papel importante das diferenças individuais, tal como a simplicidade voluntária, ao avaliarem a moda de luxo em segunda mão.

Palavras-chave: moda em segunda mão, moda de luxo, moda sustentável, simplicidade voluntária, consumo colaborativo, avaliações dos consumidores, motivações.

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Introduction

1.1 Problem Definition and Relevance

The global fashion industry is the second-largest environmental polluter in the world (Bailey et al., 2022, Niinimäki et al., 2020). Responsible for over 4% of global greenhouse emissions and 20% of global water waste (Sun et al., 2021), the fashion market is still expected to grow after two years of post-covid disruption (Amed et al., 2022). From 2000 to 2015, the number of annually produced clothing lines doubled while the utilization rate decreased to 36% (Boiten, 2022). The price we pay affects us all: the destruction of our natural habitats.

In recent years, the consumption attitude of consumers changed to a fast changing demand for new clothes following latest trends (Granskog et al., 2020). Due to low product prices, the fashion industry increased endless product volumes, which turned out in an overconsumption of water and natural resources (Papasolomou et al., 2023). Suddenly, the success of fast fashion was born.

This significant environmental impact is raising the demand for more sustainable consumption. Approximately, 62% of fashion consumers expect companies to take more responsibility for the environment and integrate sustainability, and fair employment in their business strategies (Barton et al., 2021). Yet, the interest for sustainable materials and ethical consumption does not mirror the actual behaviour of consumers (Carrigan & Attalla, 2001), which is referred to the attitude-behaviour gap (Herédia-Colaço & Coelho do Vale, 2018).

As a means to protect natural resources by using alternative materials, *sustainable fashion* fulfils shopping needs and, at the same time, decreases environmental damage (McNeill & Moore, 2015). Nevertheless, both types of fashion, conventional and sustainable, are still not equally accepted. Reasons for low acceptance among sustainable fashion lie in aesthetic perceptions at higher prices (Hur & Cassidy, 2019). Therefore, advantages of conventional fashion often outweigh sustainable ones.

Collaborative consumption (CC) methods can reject the excess production, while stimulating higher product usage of fashion (Khajuria et al, 2022). Second-hand is therefore one possible CC model, increasing environmental awareness by extending product lifecycles with pre-ownership (Lou et al., 2022). CC models are expected to grow by 23% until 2030 (Boiten, 2022).

The “culture of overconsumption” described above, leads to another trend: the desire for luxury fashion. Driven by high social media visibility and influencer communication, luxury affinity is continuously increasing. Luxury fashion and the consumption of less products of higher quality, is often argued as a sustainable alternative towards fast fashion (Stolz, 2022). At first view, luxury appears to have only little in common with sustainability (Kunz et al. 2020), but the approach to minimize quantity on higher quality has anchored older generations for many years.

Due to high quality and timelessness, luxury is showing a natural fit made for the second-hand business (Arribas et al., 2022). Yet, some consumers are still sceptical about the incorporation of sustainable materials in luxury fashion due to quality concerns (Hur & Cassidy, 2019). Therefore, one pertinent question may be whether sustainable luxury fashion is accepted by consumers or perceived as a contradiction between two business models that are either more conventional or sustainable. In other words, are luxury fashion and sustainability two opposing factors?

A trending dimension in sustainable behaviour that rejects overconsumption is a term called *voluntary simplicity* (Charmaine et al., 2022). While some activists are motivated by reducing quantity for personal well-being, others care about working conditions and fair production (Charmaine et al., 2022). Individuals with a high voluntary simplicity seem to be in line with sustainable luxury since they value sustainability, durability and owning less at high quality over a longer time (Hook et al., 2023). Therefore, this research will devote a special attention to recent trends that favour circularity such as second-hand luxury fashion, as well as individual difference factors like voluntary simplicity to understand whether these enhance (versus not) more responsible consumption behaviours. An additional factor is related to consumers when making purchases. That is, those who shop for pleasure are more likely to be influenced by hedonic motivations when shopping for conventional luxury items due to the increased feelings of joy and personal attainment (Vock, 2022). For others looking for more sustainable fashion are more likely to be motivated by utilitarian factors related to responsibility towards the environment as well as an increased conscious to waste less (Kautish et al., 2020). The extent to which both factors –consumer motivations and voluntary simplicity influence the impact on consumers’ valuations of second-hand luxury fashion deserves a special attention since research in this domain is lagging.

Therefore, the following objectives and research questions are addressed.

1.2 Objective and Research Questions

Today, with society's increasing overconsumption, rising competitive pressure among brands and their impact on the environment, there is a greater desire for transition to alternate models of consumption.

Second-hand purchases are experiencing an intense growth, especially, the demand for luxury goods is a sustainable compromise between satisfying the desire for new clothes without actually producing new ones. However, increases in second-hand purchases and the demand for luxury products are still understudied. Moreover, how consumers perceive second-hand luxury and their willingness to adapt to collaborative consumption models, especially resale, remains to be examined.

For fashion brands, equal to second-hand platforms, it becomes important to understand how luxury and sustainable attributes affect the perception of second-hand luxury fashion. That is, consumer perception in terms of product quality, design, trust and buying behavior toward second-hand luxury fashion that is either more conventional or sustainably produced. Therefore, the first research question is as follows:

RQ1: What are consumers' perceptions, preferences, and willingness to buy second-hand luxury fashion that is either conventional or sustainable?

Luxury purchases in general, are likely to be motivated by hedonic versus utilitarian factors since underlying emotional experiences are involved. Rational and emotional attachments have an important influence on the decision-making of consumers, therefore the second research question follows:

RQ2: How does the type of motivation (hedonic vs. utilitarian) affect consumer valuations of second-hand luxury fashion (conventional vs. sustainable)?

Thirdly, how *voluntary simplicity* impacts consumer valuations of second-hand luxury fashion remains to be studied. *Voluntary simplicity* is an individual difference based on reduced consumption and linked to environmentally friendly behaviours, and appropriate to be examined within the sustainable consumption domain. Therefore, the third research question intends to examine the following:

RQ3: How does voluntary simplicity affect consumers' valuations of second-hand conventional luxury vs. sustainable luxury?

Answering those research questions is essential for fashion brands, marketers, and second-hand businesses to understand what drives consumer to purchase second-hand and how to combine individual difference factors (i.e., voluntary simplicity) with a growing desire for luxury fashion to minimize overconsumption.

1.3 Thesis Structure

The introduction about the research problem around environmental damage due to overconsumption leads to the research purpose and questions of this dissertation. The second chapter presents the academic literature review within the luxury fashion industry and sustainability domains. Chapter three focuses on an essential foundation concerning the hypotheses section and conceptual framework. Further, the methodology used to collect data illustrated in chapter four, and an analysis of the study results described in chapter five. Finally, the conclusion, theoretical and practical implications, limitations, and future research recommendations are provided.

2 Academic Literature Review

2.1 The Fashion Industry – Current Status

According to the Ellen Mac Arthur Foundation (2017), from 2000 to 2015 the amount of produced clothes doubled by ever decreasing prices and utilization of clothes. With increasing fast-changed product lines, consumers are likely to satisfy fashion demands with clothes at ever lower prices at the expense of the environment (Nijinimäki, 2010). The so-called *fast fashion* is a natural answer of the fashion industry to satisfy market demand and increase profits (Moorhouse and Moorhouse, 2018). Fashion is a means to express identity and relies on hedonic experiences (McNeill & Moore, 2015). In terms of self-identification, fast fashion satisfies these desires. Low prices, fast deliveries, and constant promotion campaigns are convincing reasons to follow this trend (McNeill & Moore, 2015).

Sustainable fashion:

Also known as *slow fashion* due to longer product lifecycles, it balances two consumer aspects: environmental concerns and sustainable benefits (Tjokrosoeharto & Paramita, 2021). In line with this trend is ethical production which involves sustainable materials, carbon footprint and reduced packaging (Niinimäki, 2010). Besides, it also takes social efforts, ethical values, and purpose-driven business strategies, such as working conditions, production transparency, CSR, and inclusion into account (Berg et al., 2019).

Slow fashion has a reputation of lower impact on the environment (Lira et al., 2022). Brands advertise with longer lifecycles due to timelessness and high quality (Tjokrosoeharto & Paramita, 2021). Sustainable fashion aims to minimize the reproduction of new materials at the lowest (Hur & Cassidy, 2019), with sustainable materials, transparent manufacturing or extending product lifecycles (Sun et al., 2021).

However, the term “sustainable fashion” is not clearly defined or protected. The amount of chemistry used within the production is mostly not transparently communicated (Moorhouse & Moorhouse, 2018). Many sustainable materials are raw organics but, often, must be chemically treated to achieve the highest quality standards and fulfil durability (Hur & Cassidy, 2019). Mainly, blended materials are used, which are easier to produce and cheaper than full organic products (Hur & Cassidy, 2019).

A change in consumers' mind-set, especially in sustainable perceptions and prejudices, is needed. According to Lundblad and Davies (2016), perceived product benefits of sustainable fashion rely on seeking guilt-free consumption and belonging to a social group with equal ethical values.

The main challenges sustainable brands face is the need to find alternate solutions that combat fast changing trends in the fashion industry (Niinimäki, 2010). Circular business models have potential to decrease overconsumption and minimize environmental damage, as reviewed next.

2.2 Circular Business Models

The *circular business model (CBM)* is an expanding global development that increased with the rise of online platforms and social media, allowing trade independently of time and location (Vehmas et al., 2018).

Globally, only 12% of materials can be recycled to new clothes which highlights the need of CBMs and disconnects fashion from the production of new materials (Tjokrosoeharto & Paramita, 2021). Also known as collaborative consumption, it extends the lifecycle of products by three different methods: more frequent use through recycling or repairing, more user per item by renting or reselling or developing digital products for online use (Ellen MacArthur, 2021). Keeping this information in mind, CBMs differ in either ownership or transferring products to new consumers. The precondition for extended product lifecycles is high quality, durability, and timeless design (Lou et al., 2022).

CBMs are not supported by every consumer due to hidden risks (Charnley et al., 2022). In some cases, second-hand is associated with sanitary concerns, risk of social rejection, counterfeiting or worn-out products due to pre-ownership (Lou et al., 2022). Trust in second-hand products is important for brands to adapt their communication and distribution strategy accordingly. Besides, investigating the influence of sustainable aspects on the perception and the willingness to buy second-hand contributes positively to the acceptance of second-hand trade (Lou et al., 2022).

According to previous research, sustainability is more considered at the end of a products' lifecycle, confirming the raising success of second-hand fashion (Albella et al., 2022).

Second-Hand Market

The second-hand business describes the resale of preowned products and thus, preventing the purchase of new ones (Bianchi et al., 2020). The expected value of the second-hand market by 2025 is predicted with over 50 billion euros, growing twice as much as the normal fashion market (Hazan et al., 2021). Online platforms ease up the trade and accessibility of preowned items globally (Kim-Vick & Yu, 2022).

Approximately 80% of the Generation Z is willing to buy preowned fashion (Hazan et al., 2021), suggesting that younger consumers are more used to second-hand platforms and are willing to integrate sustainability in their purchase decisions (Granskog et al., 2020, Charnley et al., 2022). Nevertheless, second-hand clothing has been overall embraced by the luxury fashion sector and is here to stay. Whether it is appreciated more versus less by conventional or sustainability-oriented consumers, remains to be investigated in more detail.

2.3 Luxury Fashion

Luxury fashion embodies the definition of “extra beyond the necessity” (Kapferer & Michaut-Denizeau, 2014) and therefore satisfies more than ordinary consumer needs (Roy et al., 2017). Luxury is strongly associated with richness, affluence, and sophistication – traits, which signals exclusive purchase experiences, privileged lifestyles and power (Phau & Prendergast, 2000, Roy et al., 2017, Kautish et al., 2020). Luxury purchases rely on hedonic motivation driven by feelings and emotions and justified by luxury attributes e.g., scarcity, limited access, high prices, timelessness, and high quality (Hennings et al., 2015). Those attributes enhance the desire of luxury items in society and reveals a perception of inviolability and preciousness (Khan & Dhar, 2006).

The luxury material production perceived to be less socially responsible, ethical, and sustainable (Kunz et al., 2020). However, luxury can prove sustainable characteristics, e.g., craftsmanship, limited volumes and high quality (Vock, 2022). Consequently, consumers who are interested in sustainability and fashion, can satisfy their needs for aesthetic and exclusivity in alignment with ethical concerns by purchasing sustainable luxury fashion and second-hand luxury.

The luxury consumption market has grown for years until €1.15 trillion and has become more accessible (Bain & Company, D'Arpizio et al., 2023). Despite the strong growth of luxury

brands, it is still debated how the luxury market can adopt to sustainable consumer demands (Kapferer & Valette-Florence, 2016).

Branding is one of the most important attributes of luxury fashion, as it communicates the desired characteristics and brand identity (Shen et al., 2017). In most cases, the higher the price, the clearer and explicit is the branding (Amin et al., 2019). Nevertheless, some people avoid explicit branding which makes them feel guilty to be recognized as wealthy and sophisticated consumer (Berge & Ward, 2010).

Luxury brands suffer from their perception of excessive and wasteful consumption beyond the actual need and still carries missing diversity and inclusion (Kunz & Schmidt, 2020). As ESG gains priority across industries, luxury brands face increasing pressure from activists and policymakers to adapt to social movements (Kunz & Schmidt, 2020). A particular challenge is the transparent communication of sustainable approaches, so that efforts are not misinterpreted as greenwashing (Kerviler et al., 2021).

2.3.1 Sustainable Luxury

Luxury and Sustainability have been debated among academic research for years as controversial, but previous research have revealed that both counterparts unite several crucial product attributes which confirms the compatibility of both sectors (Ki & Kim, 2016, Henninger & Athwal, 2022, Gardetti & Muthu, 2018). Luxury attributes, e.g. high quality, timelessness, craftsmanship and limited collections, can strongly contribute to sustainable consumption (Ki & Kim, 2016). Keeping the facts of high product characteristics in mind, luxury products are natural solutions to wear clothes over a longer duration and can make a statement with timeless styles and long-lasting quality to overdraw mass market trends of overconsumption (Gardetti & Muthu, 2018, Ki & Kim, 2016).

Consequently, luxury characteristics are mirroring sustainability and providing a basis to extend product lifecycles (Sun et al., 2021).

2.3.2 Paradox between Luxury and Sustainability

The paradox of sustainable luxury fashion relies on destroying collections in favour to maintain brand desirability (Lee Park et al., 2021). The conflict of sustainable luxury fashion appears within the combination of sustainability and environmental concerns, encouraging anti consumption (Lundblad & Davies, 2016). In contrary, luxury relies on materialism and sophisticated consumption and is mainly motivated by extrinsic factors, like prestige, social status, or

group pressure (Venhamme et al., 2021). While earlier studies demonstrated the rejection of sustainability by luxury consumers (Kunz et al., 2020, Vanhamme et al., 2021), today there is evidence of development (Luchs & Kumar, 2017). The demand is already there, and sustainable luxury fashion a realistic compromise to combine hedonic and utilitarian needs.

Although, sustainability and luxury fashion have several attributes which can complement each other. Buy fewer products at higher quality can be realized through luxury and makes sustainability more attractive (Hazan et al., 2021). Low product volumes and rarity underline the concept of owning fewer products and is a natural characteristic of luxury.

2.4 Second-hand Luxury

The predicted growth within the second-hand luxury sector for the next decade is expected with 10-15%, due to the success of online platforms and growing consumer awareness for sustainable consumption (Berg et al., 2021).

The characteristics of luxury products, timelessness, long-lasting quality, and brand heritage prove their suitability for the second-hand market (Stolz, 2022). The second-hand market reaffirms the excellent craftsmanship of luxury products by helping to drive the shift to sustainable fashion and minimizing the environmental footprint (Faccioli & Martin, 2022). Luxury products also tend to be more desirable in the second-hand market due to the vintage atmosphere and affordability (Moorhouse & Moorhouse, 2018).

Second-hand offers luxury products the necessary respect by honouring creativity of designers and maintaining the product value (Bianchi et al., 2020). The high quality is a guarantee for greater durability (Sun et al., 2021).

Enhanced by the Covid-19 pandemic, luxury brands can no longer ignore the growing demand of second-hand (Bianchi et al., 2020). Key benefits of second-hand platforms are the price and product accessibility, as many consumers have inhibitions to go to a physical luxury store (Faccioli & Martin, 2022). Second-hand platforms are also ideal to search for limited editions or rarities. In this case, the resale price is even higher and grows with time (Abtan et al., 2019).

Whether second-hand luxury fashion is appreciated by those who favour more simplicity in life or is a trend from the masses is yet, not fully explored. It is important to evaluate the extent to which individuals who value simplicity favour more versus less second-hand luxury fashion since one size does not fit all, especially when it comes to luxury.

2.5 Voluntary Simplicity

Voluntary simplicity defines a minimalistic lifestyle of environmentally friendly and ethical consumption with preferences for simple, green consumption, organic and fair produced by owning only essential items (Campos et al., 2023). Previous research found that consumer behaviours are affected by moral values and ethical concerns, like care, fairness, loyalty, respect and sanctity, which are similar to sustainable shopping behaviours (Chen et al., 2022). Voluntary simplicity engages personal-wellbeing, desired time to focus on important things in life and expressing concerns for the environment (Hook et al., 2023).

According to past research, minimalistic consumers are willing to pay a higher price for high-quality products, supporting the idea of owning fewer items over a longer period (Hook et al., 2023). Besides, minimalists are rather affluent consumers and live in privileged households (Charmaine et al., 2022). Both consumer groups, those who practice voluntary simplicity and luxury fashion consumers, value the same product attributes, e.g., quality, durability, timelessness, and limited offer (Campos et al., 2023). While at first view minimalism prioritizes community well-being and ethical aspects, luxury consumers mainly act out of self-interest. Voluntary simplicity avoids consumption to fulfil needs, while luxury consumers focus on the purchase as a goal (Charmaine et al., 2022). The phenomenon reveals the deep contrary of consumer interests, the individual and collective drivers, but proves the similar outcome of reflective consumption by owning less.

It leads to the assumption that sustainable luxury unites both interests of VS supporters: valuing high quality fashion, which is sustainable produced and reducing the amount of owned clothes to essential items. The durability of luxury can serve those interests and by purchasing second-hand even more satisfying these needs.

At the same time, the opposite appears that voluntary simplicity followers reject sustainable materials itself, because they already justify their sustainable consumer behaviour with the reduction of their purchases (Charmaine et al., 2022). In this case, this dissertation should provide answers if voluntary simplicity supporters trust the durability of sustainable luxury fashion and is suitable for their lifestyle or if they are more likely to consume conventional luxury due to higher product perceptions and positive attitudes.

2.6 Sustainable Purchase Decisions

Sustainable fashion is often perceived to be more expensive at lower quality (Lira et al., 2022), which can negatively affect the purchase intentions. Consumers often distrust sustainable certifications, due to lacking transparency and knowledge. This often results in a trade-off with conventional fashion, which seems cheaper and more stylish (Bonini & Oppenheim, 2008), as many consumers perceive sustainable fashion as less aesthetic (Lundblad & Davies, 2016). While many consumers indicate an interest in sustainable consumption, there is still a lack of information leading to the attitude behavior gap of consumers (Vehmas et al., 2018).

2.6.1 Consumer Motivation: hedonic vs. utilitarian

According to academic research, purchase behaviours are driven by either hedonic or utilitarian motivation and are often related to emotional factors (Kang & Park-Poaps, 2010). Consumer motivators explain the relationship between purchase intention, consumer satisfaction and product evaluation (Adriani et al., 2021).

Utilitarian consumer motivation serves rational reasons and functional aspects to solve a certain problem (Luchs & Kumar, 2017). Rational reasons can rely on price, functionality, and efficiency.

Hedonic purchases are driven by emotions and feelings, so that the consumer connects personal values or experiences to the decision-making process. Therefore, enjoyment, pleasure, positive feelings and entertainment stimulate the shopping experience (Adriani et al., 2021).

However, the assumption arises that conventional luxury purchases are more aligned with hedonic motivation due to self-expression, pleasure and emotional needs. According to previous findings, creativity, aesthetics, and exclusivity are strong emotional factors which reveal hedonic pleasures (Vock, 2022). Contrary, utilitarian motivation and the need of craftsmanship and superior quality serves practical and comfortable needs (Kautish et al., 2020). Based on that, utilitarian motivation leads to sustainable luxury fashion. Finally, this dissertation should reveal consumer motivation in context of both types of second-hand fashion and additionally, the influence of voluntary simplicity on consumer perceptions.

2.6.2 Positive Emotions

According to previous research, positive emotions, e.g. joy, surprise, happiness or pride, have a positive impact on product valuation and increase purchase intentions (Huang et al., 2022,

Chen et al., 2022). Often, positive shopping experiences and pleasure are more important than the product itself, particularly when purchasing online and a face-to-face product valuation is not possible. This finding is crucial to understand the second-hand business and trust in condition and hygiene of pre-owned products (Huang et al., 2022). Especially, impulse buying and spontaneous purchases are mainly affected by positive emotions, as complexity within the decision-making process will be reduced (Kartol, 2023). Further, emotions influence how people reflect products and help to engage in sustainability and responsible behaviour by finding meaning and sense in life (Kartol, 2023).

2.7 Consumer Valuations of Second-hand Luxury

According to previous literature, individual perceptions influence the purchase intention of second-hand fashion (Stolz, 2022, Lou et al., 2022). Especially within the decision-making of sustainable purchases, trade-offs between product attributes, ethical and other values take place and affect consumer judgements (Herédia-Colaço & Coelho do Vale, 2018).

Quality perception: According to the literature review and the established luxury characteristics, craftsmanship and national production is considered as a sign of high quality, durability and timelessness (Lou et al., 2022), which positively influences the purchase intention.

Design perception: Farzin et al. previously published a study about eco-fashion purchase intentions and found out that consumers are more likely to perceive sustainable fashion as less diverse and criticize limited colour options, ordinary designs and limited variety (2023). Additionally, sustainable designs are associated as less trendy (Kautish & Khare, 2022). The personal connection to fashion is crucial for consumers (McNeill & Moore, 2015), as it is a means for self-expression, aesthetic satisfaction and social identity (Farzin et al., 2023).

Trust perception: Essential for a healthy relationship between brand and consumer are commitment and trust. Morgan & Hunt (1994) explain commitment with a positive attitude toward a brand, strengthened with transparent communication. Besides, commitment and brand loyalty can be built with honest, ethical, and social efforts, while fairness, reliability and integrity leads to trust. In context of this dissertation, trust in second-hand luxury fashion can be proven by certified products (originality), cleanliness, good condition, and hygienic standards (Baek & Oh, 2020).

Collaborative Consumption (CC): Also known as “Sharing Economy”, describes renting, sharing or reselling products to reduce costs and environmental impacts (Minami et al., 2021), based

on pre-ownership and is driven by the willingness to reduce new production (Stevens et al., 2023). Priority is the actual benefit of the product and not the ownership, leading to a new value proposition and directly competing with the “first-hand” market. Main barriers appear in health and sanitary risks (Akbar & Hoffmann, 2021).

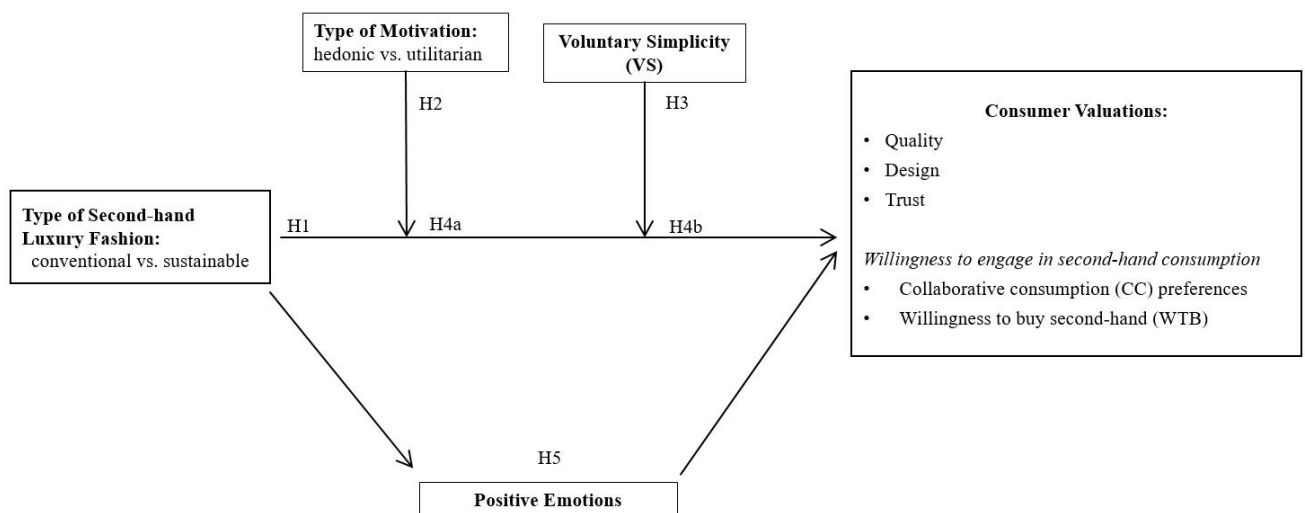
Willingness to pay: Luchs et al. found out in 2010, that sustainable products are often perceived with higher prices. Environmental concerned consumers would be willing to pay a price premium for environmental protection.

3 Conceptual Framework

In line of the academic literature and previous studies around the topic luxury, sustainable luxury and second-hand, a set of hypotheses are proposed, followed by a conceptual framework. Following the hypotheses an experimental study is presented to empirically test the underlying premises.

The current dissertation aims to understand consumers' valuations, namely - design, quality, and trust perceptions, as well as, collaborative consumption preferences, and willingness to buy second-hand luxury fashion that is either conventional or sustainably produced. More precisely, this dissertation aims to evaluate if luxury product characteristics can leverage the perception of second-hand sustainable luxury compared to conventional luxury. In this context, this study aims to understand the drivers underlying both types of second-hand luxury fashion (conventional vs. sustainable) based on type of motivation (utilitarian vs. hedonic) and voluntary simplicity on the relationship between type of second-hand fashion (independent variable) and consumer valuation (dependent variable). Further, the mediating role of positive emotions on the aforementioned relationship is analysed, leading to the conceptual model presented below (Figure 1).

Figure 1 - Conceptual Framework



As suggested by the literature review, there is still a research gap among consumer valuations of conventional versus sustainable second-hand luxury fashion and the drivers behind it. Sec-

ond-hand luxury fashion is a sustainable solution which serves financial accessibility of timeless styles with trust in product conditions (Lou et al., 2022). Sustainable fashion will likely be prejudiced due to its weaker product perception (quality, design, and trust). Still, it needs to be equally accepted compared to conventional fashion (Kautish & Khare, 2022). Based on prior literature suggesting that sustainable luxury fashion is underlying lower trust than conventional luxury due to perceived risks concerning the quality and durability of sustainable textiles (Bonini & Oppenheim, 2008), it can be assumed, that second-hand conventional luxury is still better regarded than second-hand sustainable luxury. Therefore, the first hypothesis is suggested as follows:

H1: The type of second-hand luxury fashion (conventional vs. sustainable) will have an impact on consumer valuations (design, quality, and trust perceptions, collaborative consumption preferences, and willingness to buy), so that:

H1a: There will be higher consumer valuations for second-hand conventional luxury than second-hand sustainable luxury fashion.

Second-hand fashion appeases environmental concerns by consuming pre-owned products and, at the same time, fulfilling personal shopping needs, which can be either practical (utilitarian) vs. emotional (hedonic) driven (Lou et al., 2022). Based on the academic literature, previous studies have found a main driver behind luxury fashion (Kim & Oh, 2022; Nwankwo et al., 2014) related to emotions, experience, and feelings. However, sustainable purchases are rather based on rational factors and environmental concerns (Eunsik & Cassidy, 2019). Therefore, it is expected the more hedonic (vs. less utilitarian) motivations will lead to greater consumer valuations toward second-hand conventional than sustainable luxury fashion. More formally, the second set of hypotheses is as follows:

H2: Type of motivation (utilitarian vs. hedonic) will positively affect consumer valuations, so that:

H2a: Consumers will show higher hedonic than utilitarian motivations towards second-hand conventional luxury than second-hand sustainable luxury fashion on design, quality, and trust perceptions, collaborative consumption preferences, and willingness to buy.

The increasing consumer awareness about sustainable fashion and collaborative ways of consumption as well as the increasing growth in luxury sales, the question emerges, whether consumers that follow a specific lifestyle, such as *voluntary simplicity* all behave in the same manner. If so, sustainable luxury can be a mean to satisfy consumer needs and, at the same time,

increase their valuations toward second-hand luxury fashion, namely an opportunity to express environmental concerns and preference for collaborative consumption. This leads to the third set of hypotheses:

H3: The higher the level of voluntary simplicity, the higher is the preference for collaborative consumption and consumer product valuations, so that:

H3a. The higher (vs. the lower) the level of voluntary simplicity, the higher (vs. the lower) the design, quality, and trust perceptions, collaborative consumption preferences, and willingness to buy second-hand luxury fashion.

Since voluntary simplicity is an individual difference that reflects consumers' lifestyles that emphasize less consumption (Chen et al., 2022; Rebouças & Soares, 2021) it is likely that consumer motivations (utilitarian vs. hedonic) will impact their decision-making as well. Voluntary simplicity cares about fairness-based consumption. As such, it is hypothesized that both consumer motivation and voluntary simplicity will act as moderators on the relationship between the type of second-hand luxury fashion and consumer valuations. The fourth set of hypotheses is thus, as follows:

H4. Type of motivation and voluntary simplicity will both moderate the relationship between type of second-hand luxury fashion and consumer valuations, so that:

H4a: Type of motivation will have a moderating effect on the relationship between type of second-hand luxury fashion and consumer valuations, being this effect especially salient for those with a hedonic motivation.

H4b: Voluntary Simplicity will have a moderating effect on the relationship between the type of second-hand fashion, so that, the higher the level of voluntary simplicity, the lower the difference between conventional and sustainable second-hand luxury fashion.

The last hypothesis explores the mediating role of positive emotions on the relationship between the type of second-hand luxury fashion and consumer valuations. Based on the literature review, consumer valuations involving luxury consumption decisions, are often impacted by feelings and emotions, contrary to more sustainability-oriented decisions that are led by rational factors (Chen et al., 2022). The underlying attitude-behaviour gap often seen with sustainability-related indecisions reflects such a duality where self- versus other perceived benefits are often at stake

(Achar et al., 2016; Herédia-Colaço & Coelho do Vale, 2018). Following this reasoning lifestyles, it is hypothesized that positive emotions will indirectly explain consumers' decisions involving second-hand luxury that is more conventional than sustainable. As such, the fifth hypothesis is formally suggested as follows:

H5: Positive emotions mediate the relationship between type of second-hand fashion and consumer valuations.

4 Methodology and Data Collection

4.1 Research Method

To examine the secondary data reflected in the literature review, primary data was collected within two studies to answer the research purposes of the current dissertation.

A pre- and main study were conducted by using the online survey platform Qualtrics, that allows reaching a large number of participants with equal chance, with no external costs integrated (Evans & Mathur, 2005). Online surveys allow to answer questionnaires independently from location or time and contributes to the probability of response, confidentiality, and anonymity of the participants to encourage honest participation. Qualtrics gives greater convenience, which opens the opportunity for greater reliability and enables randomized distribution of scenarios. Additionally, it simplifies the data collection and cleaning process and allows to download results directly into SPSS.

4.2 Sampling

Given the present dissertation needs, the non-probability convenience sampling method was chosen. This method enables the researcher to align the sample under limited time and resources based on accessibility to the participants, easiness of measurement and convenience. Under those circumstances, this sampling technique intends to be the most appropriate one to reach a target population, which meets the required criteria, e.g., time availability, willingness to participate and geographic proximity. The surveys were shared via WhatsApp groups, on social media, LinkedIn and by viral recommendation within the authors' network.

4.3 Research Instruments

Two experimental studies, a pilot, and a main study, were conducted using Qualtrics during a three-week time frame in April. In both studies, the participants entered the survey through an anonymous shared link. Based on Carrington et al., (2010), the presented surveys were anonymously shared to eliminate social biases, based on ethical and social intentions and concerns.

4.3.1 Pilot Study

The pilot study aimed to verify if participants clearly understood the scenarios and manipulations developed to answer the research questions. The study accounted for 21 participants, 12

of them in the luxury scenario and 9 in the sustainable. The aim of the pilot study was to estimate the understanding of the shopping scenarios involving a purchase in a second-hand shop that was either conventional or sustainable luxury. Besides, a second scenario was conducted to manipulate the type of consumer motivation - utilitarian vs. hedonic. Consequently, three different manipulation checks were developed, two for type of second-hand fashion (luxury vs. sustainability) and one for type of motivation (utilitarian vs. hedonic) (see Appendix 1).

For type of second-hand fashion, a black Saint Laurent backpack was chosen, which gender neutral in use and colour is. The subtle branding of the product is a crucial part of the questionnaire, as luxury brands are associated with high prices, high quality and communicate a wealthy status (Berger & Ward, 2010). In this dissertation, to equal all knowledge and ability to answer the questions, the shopping environment of a “second-hand luxury store” was clearly mentioned.

In order to test the manipulation check, three one-way analysis of variance (ANOVAs) were performed on the variables representing the manipulation check questions for each type of second-hand fashion (conventional vs. sustainable luxury) and type of consumer motivation:

Table 1 - Manipulation check – type of second-hand fashion

	Luxury				<i>F-test</i>
	Conventional luxury		Sustainable luxury		
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>	
Manipulation check	5.8	1.58	4.2	1.48	5.61*

* $p < .05$; ** $p < .01$; *** $p < .001$

The results of the first manipulation check concluded that there was a significant difference of the means of both type of second-hand luxury fashion ($M_{\text{Conventional Luxury}} = 5.8$ vs. $M_{\text{Sustainable Luxury}} = 4.2$, $F(1, 21) = 5.61$, $p < .05$) (see table 1).

Table 2 - Manipulation check – type of second-hand fashion

	Sustainability				<i>F-test</i>
	Conventional luxury		Sustainable luxury		
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>	

	2.5	1.67	6.2	1.30	30.38***
Manipulation check					

* $p < .05$; ** $p < .01$; *** $p < .001$

The means of the second manipulation check question confirms also a statistically significant difference between the assessment of both stimuli ($M_{\text{Conventional Luxury}} = 2.5$ vs. $M_{\text{Sustainable Luxury}} = 6.2$, $F(1, 21) = 30.38$, $p < .001$) (see table 2).

Table 3 - Manipulation check – consumer motivation

	utilitarian		hedonic		<i>F-test</i>
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>	
Manipulation check	2.3	1.87	5.9	1.05	25.97***

* $p < .05$; ** $p < .01$; *** $p < .001$

Finally, the third manipulation concluded also a significant difference between the stimuli type of consumer motivation ($M_{\text{utilitarian}} = 2.3$ vs. $M_{\text{hedonic}} = 5.9$, $F(1, 21) = 25.97$, $p < .001$) (see table 3). Therefore, the participants were correctly perceiving the manipulations of the pilot study.

According to the results, small changes on the manipulations were adapted for the main study.

4.3.2 Main Study

The main study was launched at the end of April and collected 290 answers in total from 19th to 29th of April. 260 answers were completed in total after cleaning the data for incomplete answers. The high fluctuation and dropout rate is normal for experimental studies, which do not take place in a concentrated lab field. Each of the four manipulation scenarios could count more than 50 answers which is more than sufficient to support or reject high-powered hypothesis testing (Molnar, 2019).

The aim of the main study was to measure consumer valuations of second-hand luxury fashion, including design, quality, and trust perceptions, collaborative consumption preferences, and willingness to buy with consumer motivation and *voluntary simplicity* as moderators.

4.4 Design and Procedure

The study followed a 2 (type of second-hand luxury fashion: convenient, sustainable) x 2 (type of motivation: utilitarian, hedonic) between-within subjects design with voluntary simplicity as a measured variable. The survey began with a short introduction about the research topic, integrating the assurance for privacy and anonymity. After, participants were asked to imagine they were in a second-hand luxury store with an exclusive atmosphere. The shopping description aimed for a right understanding of the study context and was intended to place participants in a second-hand luxury store environment.

After, participants were randomly exposed to a condition where a luxury product (backpack) was either positioned on conventional or sustainable luxury. Participants were also informed that the luxury product they were searching for was either practical and for everyday use (utilitarian) or glamorous and for special occasions (hedonic). The explicit branding of the backpack (Saint Laurent) is crucial for the understanding (Berger & Ward, 2010).

Each participant was exposed to three manipulation check questions with three 7-point Likert scales, measuring perceived motivation, luxury, and sustainable appearance of the product, followed by questions on perceived design and quality. Lastly, all participants were exposed to questions concerning trust perceptions, willingness to buy second-hand fashion and collaborative consumption preferences, followed by voluntary simplicity. Lastly, demographic measures were presented to participants which were then thanked for their participation.

4.5 Stimuli Development

All manipulations were pre-tested in the pilot study to assure that these were well perceived and as simple as possible. The brand Saint Laurent was chosen due to its recognition as a luxury brand and the communicational value of exclusivity, based on previous research (Kasztalska, 2017). For the main study, participants were exposed to one of four different manipulations and combinations according to the type of second-hand fashion and type of motivation use: (1) conventional luxury, utilitarian motive (2), conventional luxury, hedonic motive (3), sustainable luxury and utilitarian motive (4) and sustainable luxury and hedonic motive. The aim of the manipulations was to create four engaging scenarios, which enable clear imagination. The structure of all manipulations followed similar wording.

The product description regarding the conventional luxury backpack highlighted luxury attributes in terms of craftsmanship, local production, leather, limited edition and belonging to an

exclusive “heritage collection”. For the sustainable luxury backpack, vegan leather, 100% recycled and fair-traded material was chosen, and was stated as locally produced. Two green coloured symbols in terms of vegan and recycling materials were included to emphasize the sustainable attributes (see Appendix 2).

4.6 Variables’ Descriptions

4.6.1 Manipulation Checks

After being exposed to the randomized conditions, participants were asked to answer three manipulation check questions. The main motivation behind the purchase was measured, on a 7-point Likert scale (1-very much seeking practicality, 7- very much seeking elegance). After, two independent 7-point Likert scales (1- strongly disagree to 7- strongly agree) for each type of second-hand fashion clarified the perception of luxury and sustainability (Appendix 1).

4.6.2 Independent Variable

Type of second-hand fashion: was experimentally manipulated using two conditions, second-hand conventional luxury and second-hand sustainable luxury.

4.6.3 Dependent Variables

All dependent variables were measured using a 7-point Likert scale, adapted from the academic literature (see Appendix 2).

Design perception: measured how participants perceived the design and aesthetics of the product presented, on a 7-point Likert scale (1- low aesthetics to 7- high aesthetics) with one item: “In terms of the design and aesthetics, how do you perceive the backpack to be?”

Quality perception: assessed participants’ perceptions about the product presented in terms of quality, on a 7-point Likert scale (1 – low quality to 7 – high quality) with one item: “Now, how do you perceive the quality of the product presented before?”

Trust perceptions measured how consumer trust second-hand fashion in terms of cleanliness, durability, originality and good condition, using four items adapted from Morgan & Hunt (1994) and Baek and Oh (2021) and measured on a 7-point Likert scale (1-strongly disagree to 7- strongly agree): “I trust the product to be clean.”, “I trust that the product is in good condition.”, “I trust the product to be original.”, “I trust the long durability.”

Collaborative consumption preferences (CC preferences): were measured with a 7-point Likert scale (1 - very low to 7 – very high) with five items: “Please indicate your level of preference regarding the following consumption methods in terms of fashion: renting, recycling, second-hand, repairing and swapping.” The scale is adapted from prior research and studies around the topic (Stevens et al., 2023, Akbar & Hoffmann, 2021).

Willingness-to-buy (WTB): measured how likely participants would purchase second-hand fashion with a 7-point Likert scale with two items with the second-hand shoppers’ motivation scale, adapted from Guiot and Roux (2010): “I buy second-hand products on a regular basis.”, “I consider second-hand in my purchase decision.”

4.6.4 Moderators

Type of Motivation: was manipulated by randomly exposing participants to one of two different second-hand purchase aims, divided into utilitarian (1) and hedonic consumer motivation (2):

- (1) *You want to find a practical backpack of good quality for everyday usage, which is comfortable to wear and carries all essential items.*
- (2) *You want to find a glamorous backpack for special occasions, which is unique and elegant.*

Voluntary simplicity: was assessed to determine consumer’s level of minimalism in terms of reduced consumption habits, using 5 items from a 7-point Likert scale (1 – strongly disagree to 7 – strongly agree) adapted from Rich et al., (2020): “I use items until they reach the end of their functional life and can no longer be repaired.”, “Taking care of the environment is important.”, “I do not need many material things to live a fulfilling life.”, “Keeping up with other people in terms of status is not important.”, “Time is our most valuable commodity.”

4.6.5 Mediator

Positive emotions: assessed participants’ positive emotions after being exposed to the second-hand luxury products, adapted from Antonetti and Maklan (2014) and the PANAS scale, by Watson, Clark and Tellegen (1988): “Now, imagine you would purchase this second-hand Saint Laurent backpack. Please rate your level of emotions from 1 (very low) to 7 (very strong): Pleasure, Happiness, Pride, Power, and Confidence.”

5 Analysis and Results

5.1 Sample Characterization

To have a clear understanding of the studied data and type of sample being analysed, participants were asked to respond to demographic questions (Appendix 3). 68% of the 260 respondents are female, 32% are male. Most of the respondents are between 25-39 years old (57%), followed by 34% between 18 and 24 years, while only 4% each are between 40 and 54 or 55 and older. Mainly students responded to the survey (64%), followed by employees (33%). Most respondents are from Germany (80%), followed by Portugal (<10%), Turkey (1.6%), Netherlands (1.6%), Austria (1.6%), Denmark (1.6%) and 0.8% from others. In terms of educational level, 52% of the respondents have a Bachelor's or Master's Degree (28%), while only 0.8% attended less than High School. The same amount has a doctoral degree (0.8%). In terms of annual income, around 40% of the respondents have lower than 20.000€ income and 25% between 20.000 and 30.000€. This can be referred to the high number of students. 20% of the respondents agreed to an income between 30.000€ and 70.000€, while 15% earns more than 70.000€ per year. Regarding the shopping frequencies, 55% of the respondents shop one to three times per month, 11% more than 4 times per month. 32% of the participants purchase less than once per month.

5.2 Scale Reliability and Factor Analysis

Most of the measured items in the main study are adapted from the academic literature. To guarantee strong statistical validity of the results, conducting factor analysis and scales' reliability was necessary. For two-item scales a bi-variate correlation was conducted and for three or more items the Cronbach alpha was calculated.

The bi-variate correlation analysis measures the strength of the relationship between two items used. The following table presents the correlation strength of willingness to buy second-hand:

Table 4 - Bi-variate correlation test for willingness to buy second-hand

		Item 1	Item 2
Item 1	Pearson Correlation	1	.647**
	<i>p-value</i>		< .01

Item 2	Pearson Correlation	.647**	1
	p-value	< .01	

* $p < .05$; ** $p < .01$; *** $p < .001$

There are different guidelines how to interpret the value of Pearson correlation (r), ranging from -1 to 1 and measures a perfect positive or negative correlation between two items. Following Cohen (1988), the Pearson Correlation of willingness to buy second-hand has a high perfect positive correlation with .606, which is between .5 and 1.0.

A factor analysis was conducted for all the scales with three or more items, including a single item extraction and varimax rotation, for trust, positive emotions, and voluntary simplicity. For trust (items loading between .688 and .805) only one factor was extracted. Followed by a reliability analysis, Cronbach's alpha measures the internal consistency between items, only values above .65 were considered (George & Mallery, 2003). In this case, trust had a cronbach's alpha of .817.

For scales where more than one item was extracted, new variables were computed, and their reliability was once again examined. The following table contains all the generated Cronbach's Alpha and deleted items:

Table 5 - Dependent variables scales (Cronbach's Alpha)

	Initial number of items	Cronbach's Alpha	Cronbach's Alpha if deleted	Items deleted	Final number of Items
<i>Trust</i>	4	.817	.813	-	4
<i>Voluntary simplicity</i>	5	.538	.678	2	3
<i>Positive emotions</i>	8	.808	.906	3	5
<i>Preferences collaborative consumption</i>	5	.699	.666	-	5

For voluntary simplicity, two items were removed and a new variable was computed with three items, since it greatly improved the correlation to .678. For emotions, three factors were extracted and the Cronbach's alpha could be improved to .901, resulting in a positive emotions' index. Consequently, all scale reliabilities are situated between .678 and .901 and new variables

were conducted by averaging the items of each scale. Following the analysis of reliability, the new variables were computed and proceed with the analysis to test the hypotheses.

6 Main Results

6.1 Main Effects of Type of Second-hand Fashion on Consumer Valuation

H1: The type of second-hand luxury fashion (conventional vs. sustainable) will have an impact on consumer valuations (design, quality, and trust perceptions, collaborative consumption preferences, and willingness to buy), so that:

H1a: There will be higher consumer valuations for second-hand conventional luxury than second-hand sustainable luxury fashion.

To evaluate the first hypothesis, a one-way multivariate analysis of variance (MANOVA) was conducted to test the impact of second-hand luxury fashion on the dependent variables.

Table 6 - Type of second-hand fashion - main effect (One-way MANOVA)

	Luxury		Sustainable Luxury		<i>F-test</i>
	Mean	<i>SD</i>	Mean	<i>SD</i>	
Quality perceptions	5.55	1.36	5.16	1.26	5.76*
Design perception	5.60	1.51	4.59	1.67	23.60***
Trust perceptions	5.44	1.02	5.11	1.16	5.17*
CC preference	3.97	1.17	3.60	1.28	4.90*
WTB	3.88	1.60	3.75	1.75	.35

*Note: *** $p < .001$, ** $p < .01$, * $p < .05$, + $p \leq .1$*

According to the results, there is a significant main effect of type of second-hand luxury fashion on all the dependent variables, namely on design perceptions ($M_{\text{Conventional Luxury}} = 5.60$ vs. $M_{\text{Sustainable Luxury}} = 4.59$; $F(1, 238) = 23.6, p < .001$), quality perceptions ($M_{\text{Conventional Luxury}} = 5.55$ vs. $M_{\text{Sustainable Luxury}} = 5.16$; $F(1, 238) = 5.76, p < .05$), on trust ($M_{\text{Conventional Luxury}} = 5.44$ vs. $M_{\text{Sustainable Luxury}} = 5.11$; $F(1, 238) = 5.17, p < .05$), and CC preferences ($M_{\text{Conventional Luxury}} = 3.97$ vs. $M_{\text{Sustainable Luxury}} = 3.60$; $F(1, 238) = 4.9, p < .05$). Overall, second-hand conventional luxury was more positively evaluated than second-hand sustainable luxury on almost all the DVs.

Despite that a non-significant type of second-hand luxury mean was found on the willingness-to-buy (WTB) ($F < .36, p > .05$), the results provide evidence, that conventional luxury is usually preferred over sustainable luxury second-hand fashion, partially validating hypothesis 1.

6.2 Main Effect of Motivation on Consumer Valuations

H2: Type of motivation (utilitarian vs. hedonic) will positively affect consumer valuations, so that:

H2a: Consumers will show higher hedonic than utilitarian motivations towards second-hand conventional luxury than second-hand sustainable luxury fashion on design, quality, and trust perceptions, collaborative consumption (CC) preferences, and willingness to buy.

To evaluate the second hypothesis, a one-way multivariate analysis of variance was conducted.

Table 7 - Type of second-hand fashion - main effect (One-way MANOVA)

	Utilitarian		Hedonic		<i>F-test</i>
	Mean	<i>SD</i>	Mean	<i>SD</i>	
Quality perceptions	5.10	1.20	5.57	1.40	8.1**
Design perceptions	4.98	1.57	5.20	1.76	1.0
Trust perceptions	5.15	1.05	5.39	1.14	2.97
CC preference	3.95	1.20	3.64	1.25	3.4+
WTB	3.89	1.58	3.75	1.75	.42

*Note: *** $p < .001$, ** $p < .01$, * $p < .05$, + $p \leq .1$*

To test the second hypothesis, a MANOVA was again performed to examine the impact of type of second-hand luxury fashion on consumer valuations (design, quality, and trust perceptions, CC preferences, and WTB). Results show a significant main effect of type of second-hand luxury fashion on quality perceptions ($M_{\text{Utilitarian}} = 5.10$ vs $M_{\text{Hedonic}} = 5.57$; $F(1, 238) = 8.1$; $p < .01$), and a marginally significant main effect on CC preferences ($M_{\text{Utilitarian}} = 3.95$ vs $M_{\text{Hedonic}} = 3.64$; $F(1, 238) = 3.4$; $p = .056$), showing that participants had a greater hedonic than utilitarian motivation on these dependent variables, partially validating hypothesis 2.

6.3 Main Effects of Voluntary Simplicity on Consumer Valuation

H3: The higher the level of voluntary simplicity, the higher is the preference for collaborative consumption, and consumer product valuations, so that:

H3a. The higher (vs. the lower) the level of voluntary simplicity, the higher (vs. the lower) the design, quality, and trust perceptions, collaborative consumption preferences, and willingness to buy second-hand luxury fashion.

To test the third hypothesis, a simple linear regression was used to assess the relationship between voluntary simplicity and the dependent variables.

A statistically significant effect was found for willingness to buy second-hand ($R^2 = .024$, $F(1, 248) = 6.12$, $p < .05$), with the coefficient of $-.209$, which demonstrates the decrease of willingness to buy second-hand, if voluntary simplicity increases one unit. This result indicates that voluntary simplicity may negatively influence the willingness to buy second-hand.

Table 8 - Linear Regression Summary Output of Willingness to buy second-hand

Regression Statistics				
Multiple R	.155			
R Square	.024			
Adjusted R Square	.020			
Standard Error	1.66			
	SS	df	MS	F-test
Regression	16.93	1	16.93	.014*
Residual	686.31	248	2.76	
Total	703.25	249		
	Unstand- ardized B	SD	t Stat	Standard- ized Coeff. Beta
Constant	4.86	.432	11.2***	
VS	-.033	.084	-2.47	-.155

* $p < .05$; ** $p < .01$; *** $p < .001$

No additional main effects were found for voluntary simplicity on quality, design, trust perceptions, CC preferences (see Appendix 4), partially validating hypothesis 3.

6.4 The Double-Moderation of Type of Motivation and Voluntary Simplicity

H4. Type of motivation and voluntary simplicity will both moderate the relationship between type of second-hand luxury fashion and consumer valuations.

To test H4, a multiple regression analysis, using Hays's (2013; 2015) Process Macro software for SPSS, Model 2 was performed. This model allows to explore the two-way- interaction effects between type of second-hand luxury fashion (X) and type of motivation (W), and between type of second-hand luxury fashion (X) and voluntary simplicity (Z), independently. More specifically, the double-moderation model tests whether fit is improved when the X by W and X by Z interactions are added to the model, despite XxW and XxZ being examined separately. The following table shows the results for tests of highest order unconditional interactions on the dependent variables.

Table 9 - Tests of highest order unconditional interaction(s)

	<i>R2-Change</i>	<i>F</i>	<i>df1</i>	<i>df2</i>	<i>p</i>
Design perceptions					
X*W	.0047	1.2843	1	244	.2582
X*Z	.0003	.0858	1	244	.7699
Both	.0051	.7020	2	244	.4966
Quality perceptions					
X*W	.000	.0005	1	244	.9817
X*Z	.0208	5.5309	1	244	.0195
Both	.0208	2.7743	2	244	.0644
Trust perceptions					
X*W	.0072	1.87	1	244	.1722
X*Z	.0178	4.66	1	244	.0318
Both	.0261	3.41	2	244	.0345
CC Preferences					
X*W:	.0001	.0174	1	244	.8950
X*Z	.0406	10.55	1	244	.0013
Both	.0406	5.27	2	244	.0057

Willingness to buy second-hand					
X*W	.0000	.0002	1	244	.9893
X*Z	.0110	2.80	1	244	.0952
Both	.0111	1.40	1	244	.2473

* $p < .05$; ** $p < .01$; *** $p < .001$

According to the results, fit was improved only by 2.08% when both type of second-hand luxury fashion (X) and consumer motivation (W) and second-hand luxury fashion (X) and voluntary simplicity (Z) were included in the model when testing quality perceptions. Additionally, fit was improved by 2.6% when type of second-hand luxury (X) and consumer motivation (W) and second-hand luxury fashion (X) and voluntary simplicity (Z) were included for trust perceptions, and finally 4.06% could be improved for CC preferences. For all other dependent variables, non-significant improvements were provided. Due to the lower fit improvement when testing both moderators (W and Z) simultaneously on the relationship between type of second-hand luxury fashion (X) and the DVs, the analysis proceeded by examining the interaction effect of each moderator separately, as reported next.

H4a: Type of motivation will have a moderating effect on the relationship between type of second-hand fashion and consumer valuation, being this effect especially salient for those with a hedonic motivation.

To further analyse H4a, Haye's (2013; 2015) Process Macro software for SPSS was used to perform a multiple regression with Model 1. The results of the interactional effects of type of second-hand luxury fashion (X) and consumer motivation (W) on the dependent variables are presented in the table below:

Table 10 – *The interaction effect of second-hand luxury fashion x consumer motivation on the dependent variables*

Outcome	Interaction effect	SE	Lower CI	Upper CI
Design perceptions	-.5485	.3922	-1.31	.2264
Quality perceptions	-.0736	.3169	-.6976	.5504

Trust perceptions	-.3616	.2719	-0.8971	.1740
CC Preferences	-.0061	.3142	-.6250	.6128
Willingness to buy second-hand	-.0585	.4276	-.9007	.7837

* $p < .05$; ** $p < .01$; *** $p < .001$

When analysing the type of second-hand luxury fashion x consumer motivation interaction effects no significant effects were observed for any of the dependent variables (see Table 10). All the confidence intervals (marked in red) contained zero, showing no interaction effects, thus rejecting H4a.

H4b: Voluntary Simplicity will have a moderating effect on the relationship between the type of second-hand fashion, so that, the higher the level of voluntary simplicity, the lower the difference between conventional and sustainable second-hand luxury fashion.

To test H4b, again a multiple regression analysis using Haye’s Process Model 1 was performed to analyse the type of second-hand fashion (X) x voluntary simplicity (Z) interaction on the dependent variables. The results show significant interaction effects on quality and trust perceptions, and CC preferences, but not on willingness to buy (Table 11).

Table 11 - Interaction effects of second-hand luxury x voluntary simplicity on the dependent variables

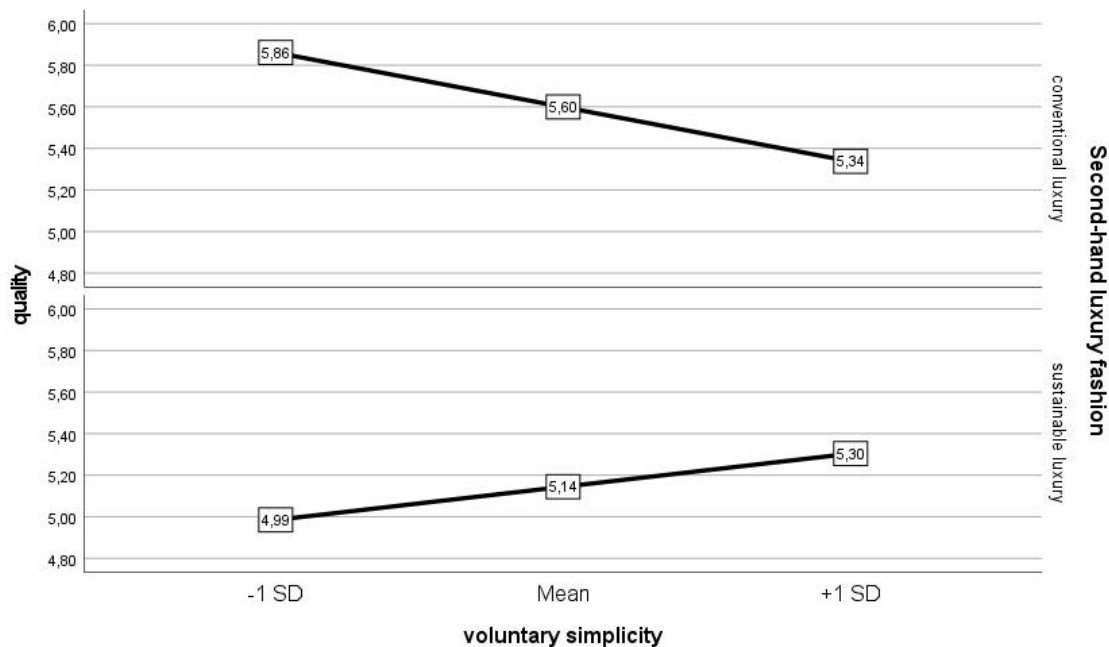
Outcome	Interaction effect	SE	Lower CI	Upper CI
Design perceptions	.0701	.1627	-.2503	.3904
Quality perceptions	.3374*	.1317	.0779	.5968
Trust perceptions	.2574*	.1094	.0420	.4728
CC Preferences	-.4130***	.1230	-.6551	-.1708
Willingness to buy second-hand	-.2927+	.1684	-.6243	.0389

+ $p < .1$; * $p < .05$; ** $p < .01$; *** $p < .001$

Quality perceptions: A significant type of second-hand luxury fashion x voluntary simplicity interaction effect was found on quality perceptions ($b = .34$, $SE = .13$, $t(244) = 2.56$, $p < .05$, 95% CI = [.07 to .59]). To understand this effect further, slope analysis (Aiken & West, 1991; Fitzsimons, 2008) was conducted to examine the conditional effects of second-hand luxury fashion

and voluntary simplicity at a $\pm 1SD$ from the mean. Slope analysis revealed that differences between second-hand conventional luxury fashion and second-hand sustainable luxury fashion emerged at low ($-1SD$) ($b = -.88$, $SE = .23$, $t(244) = -3.77$, $p < .001$, $95\% CI = [-1.33 \text{ to } -.42]$) and medium ($b = -.45$, $SE = .16$, $t(244) = -2.77$, $p < .01$, $95\% CI = [-.77 \text{ to } -.13]$) levels of voluntary simplicity. However, it did not influence quality perceptions at high levels of voluntary simplicity. Finally, differences between both types of second-hand luxury fashion became almost non-existent.

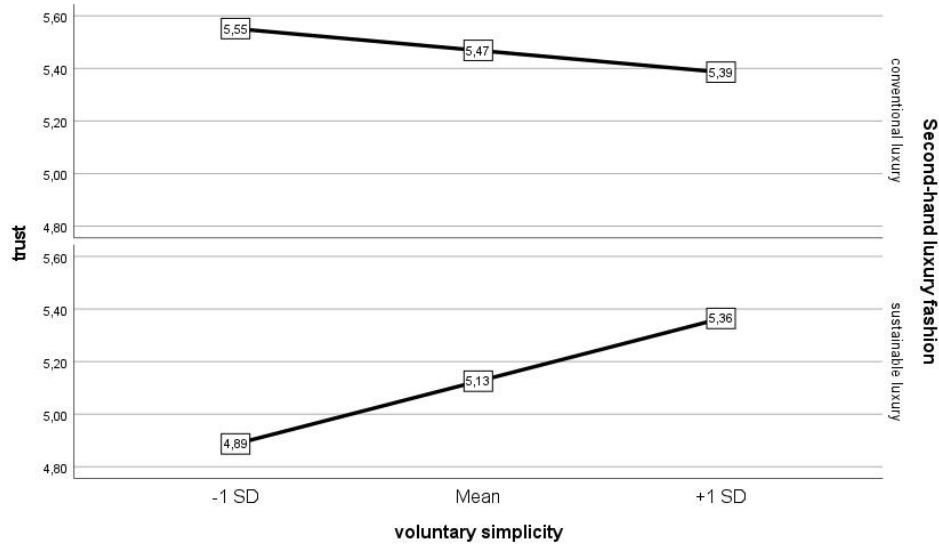
Figure 2 – Second-hand luxury fashion x voluntary simplicity interaction on quality perceptions



Trust perceptions: A significant type of second-hand luxury fashion x voluntary simplicity interaction effect was also found on trust perceptions ($b = .26$, $SE = .11$, $t(244) = 2.16$, $p < .05$; $95\% CI = [.04 \text{ to } .47]$). Further, slope analysis revealed that differences between conventional and sustainable second-hand luxury fashion emerged also at low ($-1SD$) ($b = -.66$, $SE = .19$, $t(244) = -3.44$, $p < .001$, $95\% CI = [-1.04 \text{ to } -.28]$) and at medium ($b = -.34$, $SE = .13$, $t(244) = -2.51$, $p < .05$, $95\% CI = [-.61 \text{ to } -.07]$) levels of voluntary simplicity. Specifically, results show that at high levels of voluntary simplicity ($+1SD$) differences in trust perceptions between second-

hand conventional luxury and sustainable luxury fashion were not significant, confirming expectations.

Figure 3 - Second-hand luxury fashion x voluntary simplicity interaction on trust perceptions



Collaborative consumption (CC) preferences: A significant but negative type of second-hand fashion x voluntary simplicity effect was found on CC preferences ($b = -.41$, $SE = .12$, $t(244) = -3.35$, $p < .001$; 95% CI = $[-.65$ to $-.17]$). Slope analysis revealed, however, that for CC preferences differences between second-hand conventional luxury and sustainable luxury fashion emerged at medium and high levels (+1SD) of voluntary simplicity. Increases in voluntary simplicity decreased CC preferences for second-hand sustainable luxury fashion but not for second-hand conventional luxury. This is an interesting effect that shows to be in line with prior literature in this domain showing that those individuals with high voluntary simplicity already commit to sustainability. Therefore, sustainable second-hand luxury fashion does not present itself a differentiating factor.

Figure 4 - Second-hand luxury fashion x voluntary simplicity interaction on CC preferences

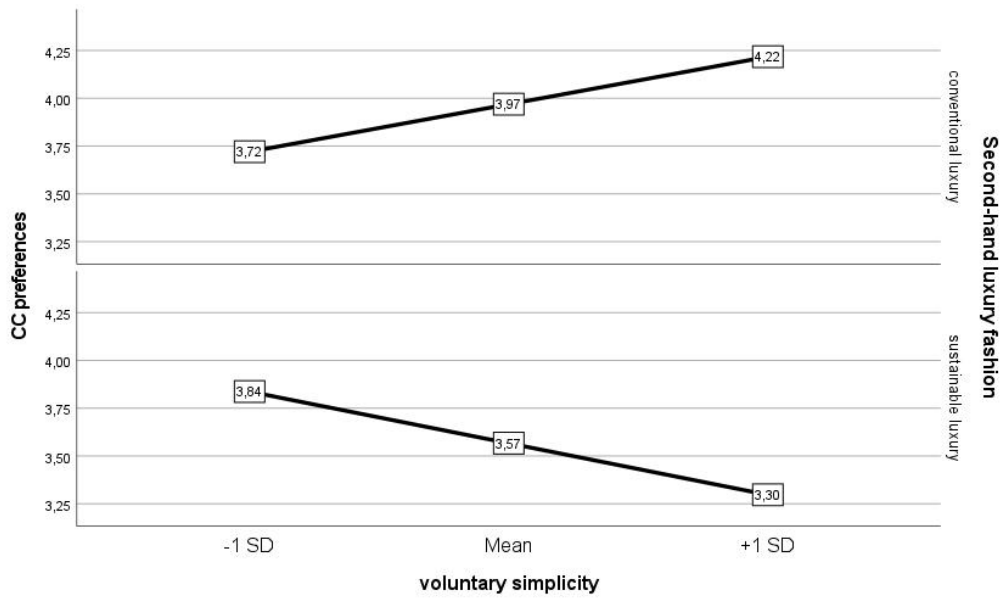


Table 12 - Conditional Effects of second-hand luxury fashion x voluntary simplicity on the dependent variables

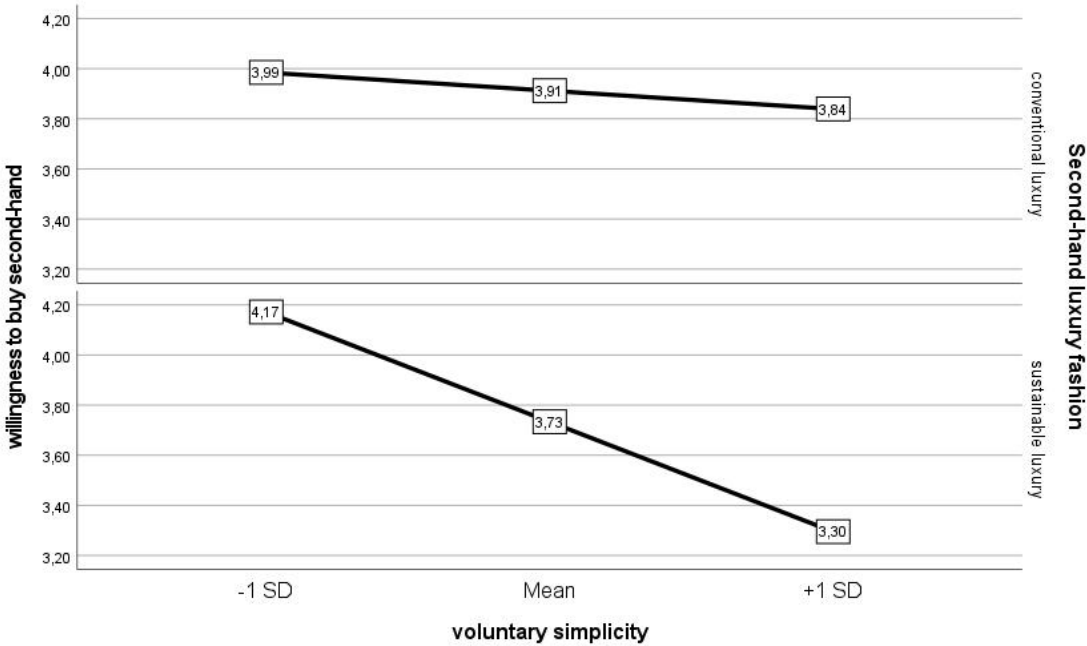
	Conditional Effect	SE	Lower CI	Upper CI
Quality perception				
Low voluntary simplicity (VS) (-1 SD)	-.87***	.23	-1.33	-.41
Mean	-.45**	.16	-.77	-.13
High VS (+1 SD)	-.03	.23	-.49	.42
Trust perception				
Low VS (-1 SD)	-.66***	.19	-1.04	-.28
Mean	-.34**	.13	-.61	-.07
High VS (+1 SD)	-.02	.19	-.40	.35
CC Preferences				
Low VS (-1 SD)	.12	.22	-.31	.55
Mean	-.40**	.15	-.70	-.09
High VS (+1 SD)	-.92***	.22	-1.35	-.49

* $p < .05$; ** $p < .01$; *** $p < .001$

Willingness to buy second-hand: Results show a marginally significant second-hand luxury fashion x voluntary simplicity interaction effect ($b = -.29, SE = .17, t(244) = -1.73, p = .08; 95\% CI = [-.62 \text{ to } .04]$). Slope analysis revealed that significant differences emerged at high levels (+1SD) of voluntary simplicity. Similarly to CC preferences, the willingness to buy second-hand luxury fashion decreased with increases in voluntary simplicity. This finding indicates that sustainable second-hand luxury fashion is especially valued by individuals who have lower voluntary simplicity and therefore, presents an opportunity for brands wanting to communicate with these types of consumers.

Therefore, H4b is partially validated although presenting valuable insights concerning the effect that emerges for high voluntary simplicity individuals exposed to sustainable second-hand luxury fashion.

Figure 5 - Second-hand luxury fashion x voluntary simplicity interaction on willingness to buy second-hand luxury fashion



6.5 Mediating Effects of Positive Emotions

H5: Positive emotions mediate the relationship between type of second-hand fashion and consumer valuations.

To test H5, a mediation analysis was conducted using Hays’s PROCESS macro (2013, 2015; model 4). Using bootstrap analysis results indicate that, if the confidence intervals comprise

zero, a non-significant mediating effect is observed (Hayes, 2013, 2015). Mediation can either be full or partial. Full mediation occurs when the main effect disappears, i.e., if the direct effect is no longer significant; and a partial mediation occurs if this relationship is significantly reduced (Hofmann, Curtiss & Hayes, 2020).

Quality perceptions: Results show a significant but negative effect of type of second-hand luxury fashion on positive emotions ($b = -.56, SE = .17, p < .001, 95\% CI = [-.89 \text{ to } -.23]$) and a positive effect of positive emotions on quality perceptions ($b = .44, SE = .05, p < .001, 95\% CI = [.33 \text{ to } .55]$). The resulting direct effect of type of second-hand fashion on quality became insignificant ($b = -.18, SE = .14, p = .22811; 95\% CI = [-.47 \text{ to } .11]$), showing a full mediating (negative) effect of positive emotions on the relationship between type of second-hand luxury fashion and quality perceptions (*indirect effect* = $-.25, SE = .07; 95\% CI = [-.75 \text{ to } -.10]$), in favour of conventional second-hand luxury fashion.

Table 13 - The mediating role of positive emotions between type of second-hand luxury fashion and quality perceptions

Outcome	Indirect Effect Paths	Indirect Effect	Lower CI	Upper CI
1	Type of second-hand fashion → positive emotions	-.56***	-.89	-.23
2	Positive emotions → Quality	.44***	.33	.55
3	Type of second-hand fashion → positive emotions → Quality perceptions	-.25***	-.40	-.10
	Direct Effect Path	Direct Effect	Lower CI	Upper CI
4	Type of second-hand fashion → Quality	-.18	-.47	.11

*** $p < .001$, ** $p < .01$, * $p < .05$, + $p \leq .1$

Design perceptions: The impact of type second-hand luxury fashion on positive emotions was also found to be significant but negative ($b = -.56, SE = .166, p < .001, 95\% CI = [-.89 \text{ to } -.23]$), while the effect of positive emotions on design perceptions was positive ($b = .67, SE = .06, p < .001, 95\% CI = [.55 \text{ to } .79]$). Despite a negative but significant indirect effect (*indirect effect:* $b = -.38, SE = .11; 95\% CI = [-.62 \text{ to } -.16]$), results show that the direct effect between second-

hand luxury fashion and design remained significant (*direct effect*: $b = -.65$, $SE = .17$, $p < .001$, 95% CI = [-.99 to -.32], indicating therefore, partial mediation.

Table 14 - The mediating role of positive emotions between type of second-hand luxury fashion and design perceptions

Outcome	Indirect Effect Paths	Indirect Effect	Lower CI	Upper CI
1	Type of second-hand fashion → positive emotions	-.56***	-.89	-.24
2	Positive emotions → Design	.68***	.55	.79
3	Type of second-hand fashion → positive emotions → Design	-.38***	-.62	-.16
Direct Effect Path		Direct Effect	Lower CI	Upper CI
4	T. o. F. → Design	-.65***	-.99	-.32

*** $p < .001$, ** $p < .01$, * $p < .05$, + $p \leq .1$

Trust perceptions: Results show significant but negative impact of type of second-hand luxury on positive emotions ($b = -.56$, $SE = .16$, $p < .01$, 95% CI = [-.89 to -.23]), and a significant impact of positive emotions on trust perceptions was obtained ($b = .34$, $SE = .04$, $p < .001$, 95% CI = [.24 to .43]). The direct effect between type of second-hand luxury and trust remained insignificant (*direct effect* = $-.15$, $SE = .12$, $p = .2184$, 95% CI = [-.40 to .09]), showing that positive emotions mediate the relationship between type of second-hand luxury fashion and trust perceptions (*indirect effect* = $-.18$, $SE = .06$; 95% CI = [-.32 to -.06]). The indirect effect is negative and significant showing once again that second-hand sustainable luxury is negatively correlated with perceived trust.

Table 13 - The mediating role of positive emotions between type of second-hand luxury fashion and trust perceptions

Outcome	Indirect Effect Paths	Indirect Effect	Lower CI	Upper CI
----------------	------------------------------	------------------------	-----------------	-----------------

1	Type of second-hand fashion → positive emotions	-.56**	-.89	-.23
2	Pos. Emotions → trust	.34***	.24	.43
3	Type of second-hand fashion → positive emotions → trust	-.18**	-.32	-.06
Direct Effect Path		Direct Effect	Lower CI	Upper CI
4	Type of second-hand fashion → trust	-.15	-.40	.09

*** $p < .001$, ** $p < .01$, * $p < .05$, + $p \leq .1$

Collaborative consumption (CC) preferences: Type of second-hand fashion showed a significant effect on positive emotions ($b = -.49$, $SE = .17$, $p < .01$; 95% CI = [-.82 to -.15]) and a significant and positive impact of positive emotions on CC preferences ($b = .16$, $SE = .06$, $p < .01$; 95% CI = [.05 to .28]). A significant direct impact by type of second-hand fashion was also observed for CC preferences ($b = -.31$, $SE = .15$, $p < .05$; 95% CI = [-.62 to -.01]). Most importantly, results showed significant mediating (negative) effect of positive emotions on the relationship between type of second-hand fashion and collaborative consumption preferences (indirect effect: $b = -.08$, $SE = .05$, 95% CI = [-.18 to -.01]), revealing partial mediation.

Table 15 - The mediating role of positive emotions between type of second-hand luxury fashion and collaborative consumption preferences

Outcome	Indirect Effect Paths	Indirect Effect	Lower CI	Upper CI
1	Type of second-hand fashion → positive emotions	-.49**	-.82	-.15
2	Positive emotions → CC Pref.	.16**	.05	.28
3	Type of second-hand fashion → positive emotions → CC Pref.	-.08**	-.18	-.01
Direct Effect Path		Direct Effect	Lower CI	Upper CI

4	Type of second-hand fashion → CC Pref.	-.31*	-.62	-.01
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*** $p < .001$, ** $p < .01$, * $p < .05$, + $p \leq .1$

Willingness to buy second-hand: Results showed a non-significant effect of type of second-hand fashion on positive emotions ($b = -.17$, $SE = .21$, $p = .4163$; 95% CI = [-.59 to .24]), but a significant effect of positive emotions on willingness to buy second-hand was verified ($b = .22$, $SE = .08$, $p < .01$; 95% CI = [.06 to .37]). However, a non-significant direct effect of type of second-hand fashion on willingness to buy second-hand ($b = -.05$, $SE = .21$, $p = .8142$; 95% CI = [-.47 to .37]) and a significant but negative indirect effect of positive emotions on willingness to buy second-hand ($b = -.12$, $SE = .05$; 95% CI = -.24 to -.02]), revealed a full mediation effect.

Table 15 - The mediating role of positive emotions between type of second-hand luxury fashion and willingness to buy second-hand

Outcome	Indirect Effect Paths	Indirect Effect	Lower CI	Upper CI
1	Type of second-hand fashion → positive emotions	-.17	-.59	.24
2	Positive emotions → WTB second-hand	.22**	.06	.37
3	Type of second-hand fashion → positive emotions → WTB second-hand	-.12**	-.24	-.02
	Direct Effect Path	Direct Effect	Lower CI	Upper CI
4	Type of second-hand fashion → WTB second-hand	-.05	-.47	.37

*** $p < .001$, ** $p < .01$, * $p < .05$, + $p \leq .1$

Based on the above results, H5 is partially validated showing that positive emotions mediate the relationship between the type of second-hand fashion and the dependent variables in most cases.

This finding is interesting since it shows that conventional second-hand luxury fashion is usually more positively evaluated and enhances more positive emotions than sustainable second-hand luxury fashion.

7 Discussion

In context of the literature review, conclusions of the presented hypotheses can draw connections made on the basis of the research questions previously posed.

The level of voluntary simplicity (H4) showed interesting interaction effects: High perception differences (quality and trust) appear at low and medium level of VS between conventional and sustainable second-hand fashion, although the effect disappears at high level of VS. Consequently, consumer with high VS do not differ between types of second-hand luxury when considering product perceptions, confirming previous literature (Chen et al., 2022, Charmaine et al., 2022).

When examining ethical related consumption (CC preferences and willingness to buy second-hand), the differences between conventional and sustainable second-hand luxury emerge at high level of VS, especially for conventional fashion. This effect is driven by the assumption that for consumer with high VS, who are already sustainable-oriented, sustainable second-hand luxury is not a differentiating factor and they even prefer conventional luxury fashion. This result proves, that consumer participating in VS already justify their reduced lifestyle with sustainable consumption and perceive conventional fashion regarding quality even higher and have an increased trust perception towards conventional luxury.

8 Conclusion

The present study aims to assess consumer valuations towards second-hand conventional and sustainable luxury fashion. The dissertation explores the moderating impact of type of motivation (utilitarian vs. hedonic) and voluntary simplicity on the relationship between the type of second-hand fashion and consumer valuations. Further, the mediating role of positive emotions on the relationship between types of second-hand fashion and consumer valuations was explored.

The results of H1 show a greater acceptance for conventional instead of sustainable second-hand luxury, confirming RQ 1. Perceived perceptions (quality, design, trust) are stronger when compared to willingness to buy second-hand and CC preferences, confirming that fashion purchases are primarily satisfying personal needs, confirming Eunsuk and Cassidy (2019), but not enough to fully engage consumers in purchasing (WTB) or social (CC preferences) behaviours. Within the sustainable condition, the highest means were found for quality and trust perceptions, which shows that quality is the most valued attribute and even though it is second-hand fashion, it is still highly valued. Within the sustainable luxury condition, design is only the third important factor, which proves that design is less connected to sustainable fashion, confirming Kautish & Khare (2022).

The findings of H2 present mainly insignificant results for the type of motivation, except for quality in the hedonic, and CC preferences in the utilitarian condition, which implies that the type of motivation may not have a strong impact on consumer valuation, rejecting previous findings (Ruan et al., 2022, Nwankwo et al., 2014). Research question two could not be supported.

Moreover, this study confirmed the assumption, the higher level of voluntary simplicity expresses a decrease in willingness to buy second-hand and partly confirms RQ 3.

Besides, the double moderation analysis showed no significant effect of both moderators. Voluntary simplicity, in fact, showed to be an important moderator as confirmed by H4b results. Moreover, the mediating effect of positive emotions confirmed that consumers are driven by emotions when exposed to second-hand fashion and are usually more positive related to conventional second-hand luxury. This confirms overall assumptions of this study that conventional luxury is related to feelings and pleasure, serving intrinsic needs of personal fulfilment. Yet, since this kind of consumption is still in its early stages it may validate the fact that consumers still favour conventional second-hand luxury over sustainable luxury fashion.

9 Implications

9.1 Theoretical Implications

This study contributes to current academic research on sustainable luxury, collaborative consumption models, second-hand fashion, and consumer valuation (Akbar & Hoffmann, 2023, Arribas et al., 2022, Vehmas et al., 2018, Charnley et al., 2022, Ki & Kim, 2016, Nwanko et al., 2014). The impact of voluntary simplicity and the analysis of the mediating role of positive emotions contributes to the discussion of rationality, pleasure and consumer perceptions within the context of second-hand and sustainable luxury fashion (Vock, 2022, Achar et al., 2016, Davies & Ahonkhai, 2010, Farzin et al., 2023, Lou et al., 2022).

The first set of hypotheses assumed a greater acceptance for conventional instead of sustainable luxury. The higher consumer valuations in terms of design and quality perceptions toward conventional second-hand luxury fashion is based on luxury attributes, e.g. exclusivity, craftsmanship and prestige, which supports previous literature (Jain, 2019; Stolz, 2021) and are crucial for communication purposes. In terms of trust perceptions, consumers may relate conventional luxury stronger to expertise, durability and good condition, which are crucial requirements and therefore proves the suitability of luxury for the second-hand business, confirming Lou et al. (2022).

Results of H2 show that quality perceptions are driven by hedonic motivations, which leads to the assumption that consumers associate sensory aspects with personal feelings, pleasure, and emotional fulfilment. Texture is in contact with the skin and closer to inner values, which explains the emotional attachment, confirmed by Niinimäki (2010) and Lou et al., (2022). The higher CC preference within the utilitarian condition confirms that consumers who participate in CC value practicality higher, e.g. the functionality, cost-efficiency and mean of clothing, supporting Stevens et al., (2023); Minami et al., (2021).

Minimalism is controversial to consumption in general, supported by H3, decreasing willingness to buy second-hand with higher voluntary simplicity (VS) conformity, and supports reduced consumption of VS in general (Charmaine et al, 2022). The question appears if VS consumer would prefer first-hand conventional luxury in general, due the fact that a minimalistic lifestyle is already sustainable enough. It may be that VS is only a means to justify expensive luxury purchases and sustainable luxury is less accepted due to durability fears, confirming research of negative effects of sustainability on product preferences (Luchs et al., 2010; Chen

et al, 2022; Eunsuk & Cassidy, 2019). At the same time, it rejects previous findings about VS and the prioritizing of sustainable fashion (Chen et al., 2022, Hook et al., 2022).

This assumption is confirmed by the mediation analysis, revealing a stronger enhancement of positive emotions on conventional second-hand luxury. Consequently, it is related to pleasure and leads to the conclusion, that conventional second-hand luxury is a promising solution for both consumption interests, the pleasure to purchase and reducing consumption by buying less on higher quality and design. Finally, H4 and H5 prove that VS is focused on the actual decrease of consumption by valuing conventional luxury. Overall, it confirms the suitability of conventional luxury with sustainable consumption lifestyles.

During the last years, second-hand consumption was subject to major expansion and could actively contribute to limited production. Understanding the impact of VS and motivation on consumer evaluation is, by the best knowledge of the author, a new research topic. Besides, the mediating role of positive emotions within the second-hand luxury fashion is a unique approach which demonstrates that even rational purchase decisions serving the public interest are influenced by emotions.

9.2 Managerial Implications

According to the results, consumers have a higher interest in conventional than sustainable second-hand luxury. Product based attributes, e.g., design and quality, have the highest perception. Luxury brands can adapt those insights into their research and development department and find innovative solutions for sustainable materials, which are strongly connected to common materials. Consequently, design and quality are strong communicational factors in advertisements of second-hand businesses.

Since motivation is not a significant moderator for consumer valuation, it is recommended to promote both, the rationality and pleasure. Trust in cleanliness, quality and durability of products by certifications can overtake a key role in the communication of second-hand. Brands must ensure that the items are clean and in good condition, creating loyalty and a higher acceptance of second-hand consumption in general.

Findings of H4b indicate that second-hand sustainable luxury is especially valued by consumer with lower VS, presenting an opportunity for brands to communicate with those individuals. In this context, sustainable second-hand luxury serves interests of consumer with low and medium ethical purchase consumption and can be a mean to contribute to sustainable consumption by purchasing second-hand sustainable luxury. Contrary, VS participants are usually more related

to conventional luxury, as their reduced lifestyle is already sustainable enough. VS individuals need promising fashion with high quality and durability to actually realize their lifestyle. Brands can build on this information to communicate luxury as true “durable and resistant minimalism”, serving the use all lifelong.

The mediation analysis reveals that positive emotions are enhanced by conventional luxury fashion. In combination with findings of H4b, it can be concluded that conventional luxury is a means for both, serving emotional pleasure to purchase and to support reduced consumption. This confirms, that sustainable consumption can be aligned with satisfying personal, hedonic shopping needs with conventional second-hand luxury on higher quality and design, and therefore, purchasing less items on higher price. It is recommended to appeal to consumers positive emotions by creating a highly immersive and joyful second-hand shopping experience.

To conclude, marketers, managers and brands can use the results presented above to take responsibility for the actual decrease of consumption with second-hand luxury. Sustainable consumption does not have to be a trade-off between pleasure and rationality. Rather this study proves the alignment of satisfying personal shopping needs and supporting minimalism by purchasing less items, but the “right” ones, instead of purchasing several products on lower prices. This information connects to the problem statement at the beginning of this dissertation, revealing the actual production of new fashion as main driver for environmental issues. The results confirm the suitability of conventional luxury for second-hand trade to extend the lifecycle of a product.

10 Limitations

There is no doubt that the present research contributes to a deeper understanding of second-hand luxury and sustainable luxury fashion, voluntary simplicity, and the impact of positive emotions on consumer valuations. Nevertheless, there are certain limitations associated with the scope of the research considering the research instrument, an online survey including time and money constraints. Although, the anonymity of data was guaranteed, it might be that participants rather respond in terms of imagination instead of real behaviour, due to guilt or the absence of environmental knowledge or interest.

Firstly, the survey was shared through and within the author's (social) network and mainly received German students as participants, which are not a representative sample (sample biases) due to limited geographical access.

Investigators are not able to control external influences of participants and how truly participants responded. Besides, it was not possible to clarify open questions or to receive deeper explanations.

Due to time constraints, the study only focuses on one type of collaborative consumption. For further research renting, sharing or recycling could be measured under the analysis of other dependent variables.

According to the insignificance of the type of motivation as moderator, this result should not reject further analysis. There might be other opportunities to integrate types of motivation.

11 Future Research

With growing success of CC models, especially the increasing sales of second-hand, the commitment to transparency, information about the product origin and materials and a diversified communication to target multiple consumer needs and mind-sets is required. To counteract the destruction of luxury collections, it would be interesting to compare different CC models and measure consumer valuation towards recycled and repaired luxury fashion. Integrating perceived risks would give marketers additional information which second-hand characteristics are beneficial or biased.

Consumer decisions within the fashion context does not follow certain paths. Every consumer has individual needs, decision-making processes, and the fashion industry has to adapt to ever-changing needs. Though, VS in the context of social status would be an interesting research topic to further understand the impact of intrinsic and extrinsic values of consumer. Besides, a direct comparison to highly-frequented consumers would be interesting to explore different shopping traits.

Additionally, it would be insightful to analyse how participants would react to virtual shopping profiles and online closets for CC models. Consumers can specify their taste and rebuild their closet online for exchange and resale purposes. The collected data can compare different fashion, connect consumer based on their personal needs and provide recommendations for unfulfilled product desires. This construct contributes to Circular Fashion models by integrating latest trends of AI.

Appendices

Appendix 1: Pilot Study

Please imagine you are going shopping for a backpack and entering the **second-hand luxury** store "Vestiaire Collective". Imagine that you are in this fashion store, which has an exclusive one-on-one service and you feel the store atmosphere:



Stimuli Scenarios (Randomized 1.1 – 1.4):

1.1 Utilitarian Motivation:

You want to find a practical backpack of good quality for everyday usage, which is comfortable to wear and carries all essential items. Please have a look at the product description below:

1.2 Hedonic Motivation:

You want to find a glamorous backpack for special occasions, which is unique and elegant. Please have a look at the product description below:

1.3 Luxury Fashion:

SAINT LAURENT
PARIS



HERITAGE COLLECTION – LIMITED EDITION

CITY BACKPACK IN CROCODILE-EMBOSSED LEATHER

Details:

- Exclusively handcrafted in France
- Removable leather straps
- Created and produced by local suppliers

COLOR:
BLACK



1.4 Sustainable Luxury Fashion:

SAINT LAURENT
PARIS



HERITAGE COLLECTION – LIMITED EDITION

CITY BACKPACK IN VEGAN LEATHER

Details:

- Exclusively handcrafted in France
- Removable leather straps
- Created and produced by **local suppliers**
- Packaged with **fair-traded materials**

✓ 100% **recycled materials**




COLOR:
BLACK



Questions:

Mancheck 1

Based on the description above, on a scale from 1 (completely seeking practicality) to 7 (completely seeking excitement), what do you think the **main motivation** behind your choice would be?

1 - Very much seeking practicality	2 - seeking practicality	3 - slightly seeking practicality	4 - neither practicality nor excitement	5 - slightly seeking excitement	6 - seeking excitement	7 - very much seeking excitement
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mancheck 2

Now, after you have seen the product, please rate your level of agreement with the following statement on a scale from 1 (strongly disagree) to 7 (strongly agree):

"This second-hand backpack appears luxurious."

1 - strongly disagree	2	3	4 - neither agree nor disagree	5	6	7 - strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mancheck 3

Now, after you have seen the product, please rate your level of agreement with the following statement on a scale from 1 (strongly disagree) to 7 (strongly agree):

"This second-hand backpack appears sustainable."

1 - strongly disagree	2	3	4 - neither agree nor disagree	5	6	7 - strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

VS

Please rate your level of agreement with the following statements:

	1 - strongly disagree	2	3	4 - neither agree nor disagree	5	6	7- Strongly agree
I use items until they reach the end of their functional life and can no longer be repaired.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taking care of the environment is important.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not need many material things to live a fulfilling life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keeping up with other people in terms of status and possessions is not important.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time is our most valuable commodity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I avoid buying products that are designed to be obsolete within a short period of time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Gender

What is your gender?

- male
- female
- non-binary/ third gender

Age

Now, please answer some demographics about yourself. How old are you?

- under 18
- 18 - 24
- 25 - 39
- 40 - 54
- 55 or older

profession

What is your professional situation?

- unemployed
- student
- employed
- retired

education

What is the highest level of education you have completed?

- Less than High School
- High School
- Bachelor Degree
- Master Degree
- Doctoral Degree
- Professional Degree

nationality
Where do you come from?

Please select below...

income
What is your current annual income in Euros?

Under €20,000

€20,000 - €29,999

€30,000 - €49,999

€50,000 - €69,999

€70,000 - € 100,000

Over 100,000€

Don't know.

Appendix 2: Main Study

Introduction:

Welcome and thank you in advance for taking time to complete this survey!

It is an important part of my study and crucial to complete my thesis! The present study is conducted in the scope of **second-hand luxury fashion** consumption.

This survey takes around 5 minutes to complete and is completely anonymous and confidential. Please submit the most truthful and authentic responses possible. There are no right or wrong answers.

Feel free to contact s-lkunzmann@ucp.pt if you have any questions or if you are interested in the study.

Thank you very much for your time!

Moment 1:

Please imagine you are going shopping for a backpack and entering the **second-hand luxury** store "Vestiaire Collective". Imagine that you are in this fashion store, which has an exclusive one-on-one service and you feel the store atmosphere:



Randomized Scenario 1:

Q2-Manipulation1

You want to find a **practical** backpack of good quality for everyday usage, which is **comfortable** to wear and carries all **essential** items. Please have a look at the product description below:

SAINT LAURENT
PARIS



HERITAGE COLLECTION – LIMITED EDITION

CITY BACKPACK IN CROCODILE-EMBOSSSED LEATHER

Details:

- Exclusively handcrafted in France
- Removable leather straps
- Created and produced by local suppliers

COLOR:
BLACK



Randomized Scenario 2:

You want to find a **glamorous** backpack for **special** occasions, which is **unique** and **elegant**. Please have a look at the product description below:

SAINT LAURENT
PARIS



HERITAGE COLLECTION – LIMITED EDITION

CITY BACKPACK IN CROCODILE-EMBOSSSED LEATHER

Details:

- Exclusively handcrafted in France
- Removable leather straps
- Created and produced by local suppliers


COLOR:
BLACK



Randomized Stimuli 3:

You want to find a **practical** backpack of good quality for everyday usage, which is **comfortable** to wear, carries all **essential** items and is **eco-friendly**. Please have a look at the product description below:

SAINT LAURENT
PARIS





HERITAGE COLLECTION – LIMITED EDITION

CITY BACKPACK IN VEGAN LEATHER

Details:

- Exclusively handcrafted in France
- Removable leather straps
- Created and produced **by local suppliers**
- Packaged with **fair-traded** materials

✓ 100% **recycled** materials

COLOR:
BLACK

Randomized Stimuli 4:

You want to find a **glamorous** backpack for **special** occasions, which is **unique**, **elegant** and **eco-friendly**. Please have a look at the product description below:

SAINT LAURENT
PARIS



HERITAGE COLLECTION – LIMITED EDITION

CITY BACKPACK IN VEGAN LEATHER

Details:

- Exclusively handcrafted in France
- Removable leather straps
- Created and produced **by local suppliers**
- Packaged with **fair-traded** materials

✓ 100% **recycled** materials




COLOR:
BLACK

Mancheck 1

Based on the description above, on a scale from 1 (completely seeking practicality) to 7 (completely seeking elegance), what do you think the **main motivation** behind your choice would be?

- | | | | | | | |
|------------------------------------|--------------------------|-----------------------------------|---------------------------------------|-------------------------------|-----------------------|--------------------------------|
| 1 - Very much seeking practicality | 2 - seeking practicality | 3 - slightly seeking practicality | 4 - neither practicality nor elegance | 5 - slightly seeking elegance | 6 - seeking elegance | 7 - very much seeking elegance |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Mancheck 2

Now, after you have seen the product, please rate your level of agreement with the following statement on a scale from 1 (strongly disagree) to 7 (strongly agree):

"This second-hand backpack appears luxurious."

1 - strongly disagree	2	3	4 - neither agree nor disagree	5	6	7 - strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mancheck 3

Now, after you have seen the product, please rate your level of agreement with the following statement on a scale from 1 (strongly disagree) to 7 (strongly agree):

"This second-hand backpack appears sustainable."

1 - strongly disagree	2	3	4 - neither agree nor disagree	5	6	7 - strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q1 – Design Perception:

In terms of the **design** and **aesthetics**, how do you perceive the backpack to be?

- 1 - low aesthetics
- 2
- 3
- 4 - neutral
- 5
- 6
- 7 - high aesthetics

Q2 – Quality Perception:

Now, how do you perceive the **quality** of the product presented before?

- 1 - low quality
- 2
- 3
- 4 - neutral
- 5
- 6
- 7 - high quality

Q3 – Luxury Attributes:

Now, please have again a look at the product and the description. How would you rate the presented backpack above in terms of the following attributes?



	1 - low	2	3	4 neither low nor excellent	5	6	7 - excellent
Uniqueness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ethicality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prestige	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Glamour	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exclusivity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Minimalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4 – Emotions:

Now, imagine you would purchase this second-hand Saint Laurent backpack. Please rate your level of emotions from 1 (very low) to 7 (very strong):

	1 - very low	2	3	4 - neither agree nor disagree	5	6	7 - very strong
Pleasure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Happiness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Power	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guilt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freedom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Benevolence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Confidence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5 – Trust:

Imagine, you are still in the second-hand luxury store. How would you rate the following statements?

	1 - low	2	3	4 neither low nor excellent	5	6	7 - excellent
I trust the product to be clean.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust that the product is in good condition.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the product to be original.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the long durability.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6 – Willingness to pay:

WTP

Independent from your financial situation, how much would you be willing to pay for the product shown before?



Q7 – Shopping habits:

Shopping habits

In terms of second-hand, please rate your level of agreement with the following statements:

	1 - strongly disagree	Disagree	Slightly disagree	4 - Neither agree nor disagree	Slightly agree	Agree	7 - strongly agree
I buy second-hand products on a regular basis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider second-hand in my purchase decision.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I value the originality of the second-hand product I buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I buy second-hand products because of its uniqueness.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 – Preferences Collaborative Consumption:

Collaborative consumption defines new sustainable consumption methods by extending the lifetime of the products, raising the amount of users or extending the product usage.

Please indicate your level of preference regarding the following consumption methods in terms of fashion:

	1 - very low	2	3	4 - medium	5	6	7 - very high
renting clothes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
swaping clothes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
recycled clothes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
second-hand clothes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
repaired clothes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 –Voluntary Simplicity:

Please rate the following statements in terms of ethical consumption from 1 strongly disagree to 7 strongly agree.

	1 - strongly disagree	2	3	4 - neither agree nor diasgree	5	6	7- Strongly agree
I use items until they reach the end of their functional life and can no longer be repaired.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taking care of the environment is important.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not need many material things to live a fulfilling life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keeping up with other people in terms of status is not important.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time is our most valuable commodity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 – Environmental Concern:

Environment/Social

We are almost done!

Now, please indicate your level of agreement with the following ethical statements:

	1 - strongly disagree	2	3	4 - neutral	5	6	7 - strongly agree
When there is a choice, I always choose the product that contributes to the least amount of environmental damage .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not buy products that harm the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have paid more for environmentally friendly products even when there is a cheaper alternative.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am concerned about the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to make a contribution to protect the environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I go shopping, I consider the ethical reputation of the company .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11 – Purchase Habits – Second-hand:

Freq. 2F

Have you ever bought a product second-hand?

- yes
- no
- I don't know

Q12 – Q18 Demographics:

Gender

What is your gender?

- male
- female
- non-binary/ third gender

Age

Now, please answer some demographics about yourself. How old are you?

- under 18
- 18 - 24
- 25 - 39
- 40 - 54
- 55 or older

profession

What is your professional situation?

- unemployed
 - student
 - employed
 - retired
-


education

What is the highest level of education you have completed?

- Less than High School
- High School
- Bachelor Degree
- Master Degree
- Doctoral Degree
- Professional Degree

nationality

Where do you come from?

Please select below... 

income

What is your current annual income in Euros?

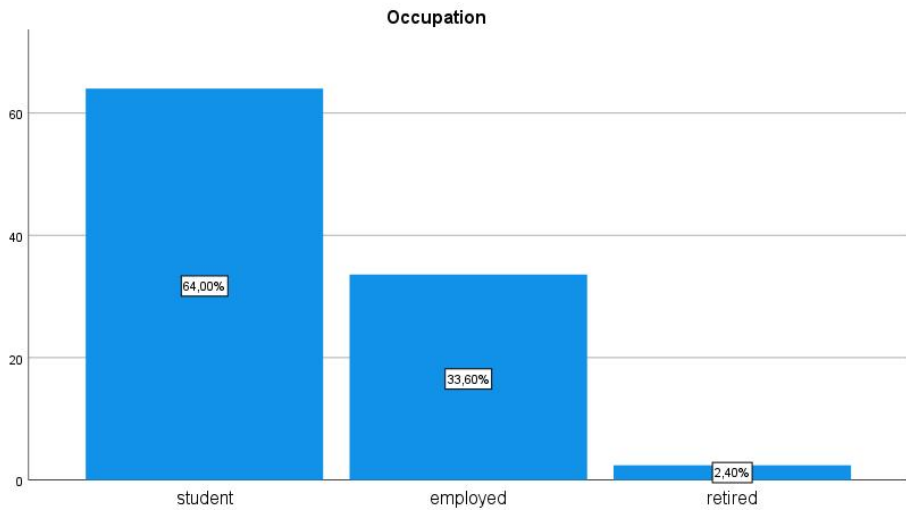
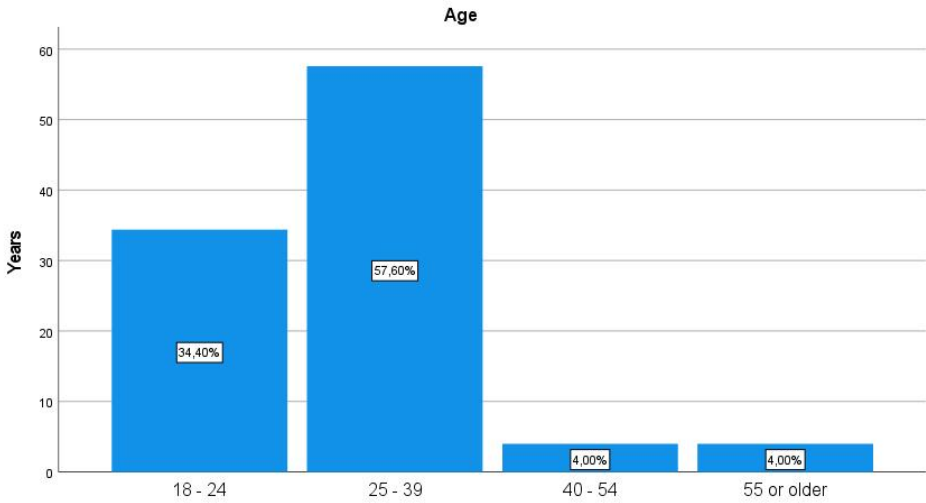
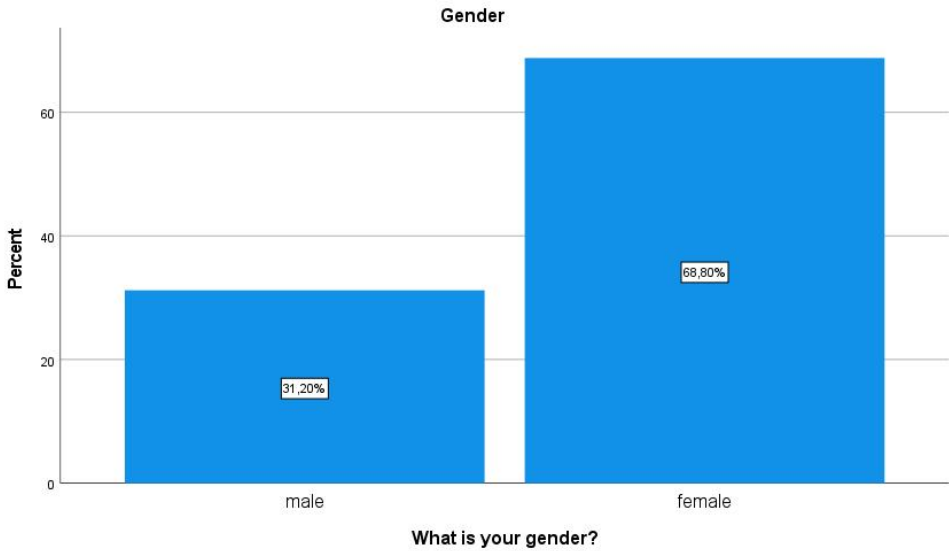
- Under €20,000
- €20,000 - €29,999
- €30,000 - €49,999
- €50,000 - €69,999
- €70,000 - € 100,000
- Over 100,000€
- Don't know.

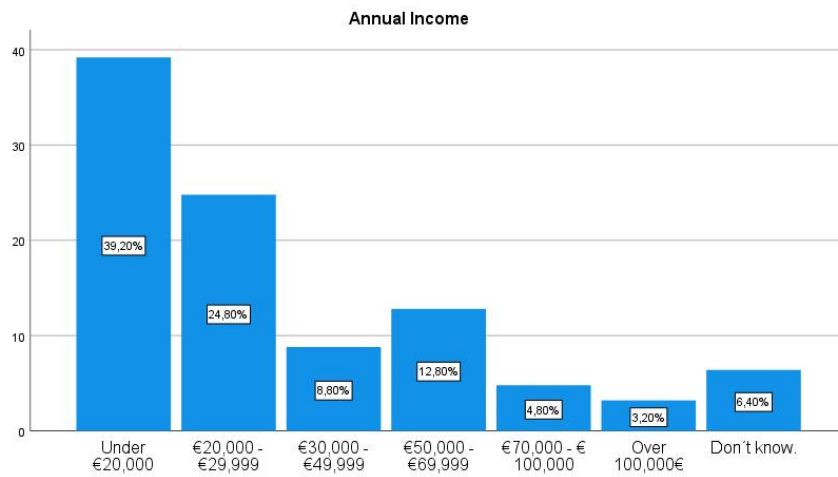
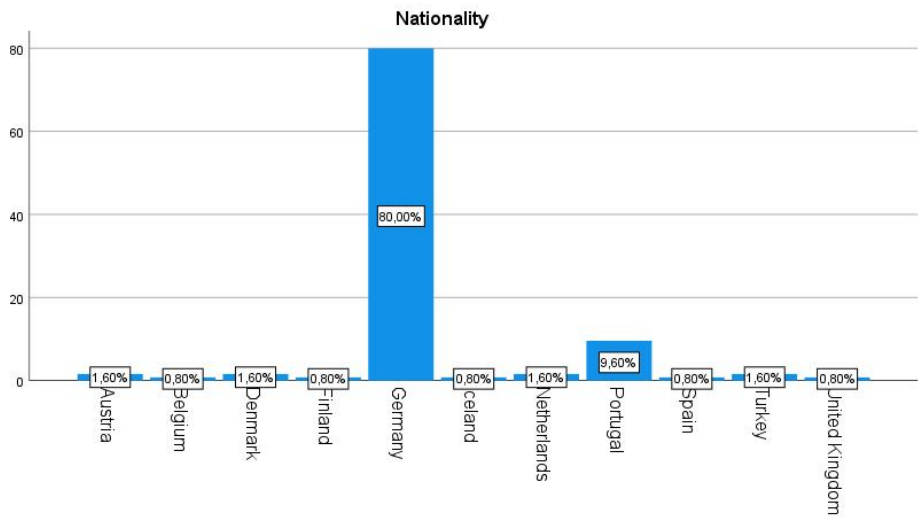
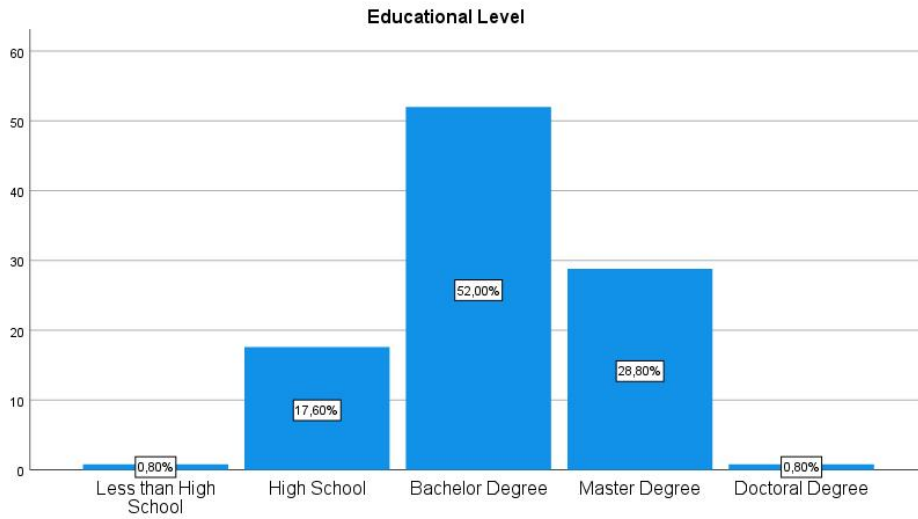
shopping frequency

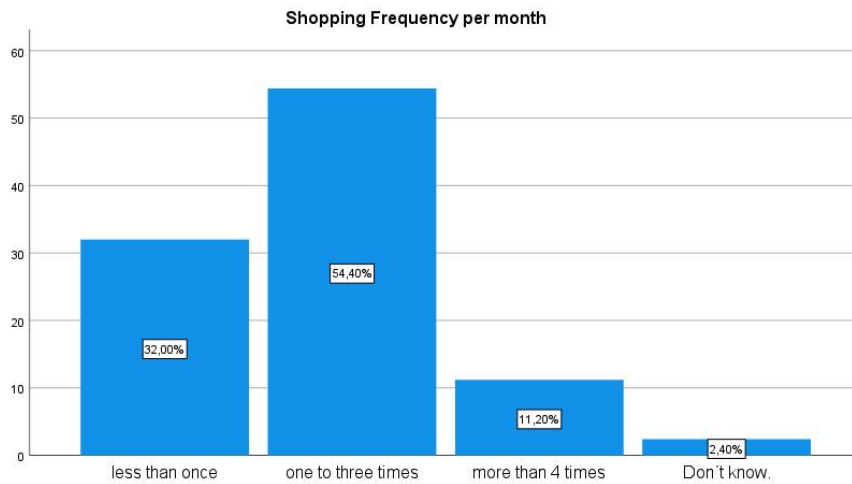
How many times in a month do you go shopping?

- less than once
- one to three times
- more than 4 times
- Don't know.

Appendix 3: Sample Characterization







Appendix 4: Linear Regression Overview Dependent Variables

Table 16 - Linear Regression Summary Output of Design

Regression Statistics				
Multiple R	.069			
R Square	.005			
Adjusted R Square	.001			
Standard Error	1.68			
	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F-test</i>
Regression	3.39	1	3.39	1.19
Residual	703.9	248	2.83	
Total	707.3	249		
	Unstandard- ized B	SD	t Stat	Standard- ized Coeff. Beta
Constant	5.58	.437	12.7***	
VS	-.093	.085	-1.09	-.069

* $p < .05$; ** $p < .01$; *** $p < .001$

Table 17 - Linear Regression Summary Output of Quality

Regression Statistics				
Multiple R	.031			
R Square	.001			
Adjusted R Square	-.003			
Standard Error	1.32			
	SS	df	MS	F-test
Regression	.434	1	.434	.246
Residual	437.7	248	2.76	
Total	438.1	249		
	Unstandard- ized B	SD	t Stat	Standard- ized Coeff. Beta
Constant	5.53	.345	16.04***	
VS	-.033	.067	-.496	-.031

* $p < .05$; ** $p < .01$; *** $p < .001$

Table 18 - Linear Regression Summary Output of Trust

Regression Statistics				
Multiple R	.077			
R Square	.006			
Adjusted R Square	.002			
Standard Error	1.09			
	SS	df	MS	F-test
Regression	1.8	1	1.8	1.49
Residual	2.98	248	1.2	
Total	300.7	249		
	Unstand- ardized B	SD	t Stat	Standard- ized Coeff. Beta
Constant	4.95	.285	17.39***	
VS	-.033	.067	1.22	.077

* $p < .05$; ** $p < .01$; *** $p < .001$

Table 19 - Linear Regression Summary Output of CC Preferences

Regression Statistics				
Multiple R	.014			
R Square	.000			
Adjusted R Square	-.004			
Standard Error	1.24			
	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F-test</i>
Regression	.073	1	.073	.047
Residual	379.18	244	1.55	
Total	379,26	245		
	Unstand- ardized B	SD	<i>t</i> Stat	Standard- ized Coeff. Beta
Constant	3.83	.325	11.8***	
VS	-.033	.063	-.217	-.014

* $p < .05$; ** $p < .01$; *** $p < .001$

In context of H4b and conditional effects of second-hand luxury and voluntary simplicity:

Table 20 - Conditional Effects of second-hand luxury fashion x voluntary simplicity – Means of type of second-hand fashion

	Mean			
	Conventional Luxury	Sustainable Luxury	Lower CI	Upper CI
Quality perception				
Low voluntary simplicity (VS) (-1 SD)	5.86	4.99	-1.33	-.41
Mean	5.60	5.14	-.77	-.13
High VS (+1 SD)	5.34	5.30	-.49	.42
Trust perception				
Low VS (-1 SD)	5.55	4.89	-1.04	-.28
Mean	5.47	5.13	-.61	-.07
High VS (+1 SD)	4.89	5.36	-.40	.35

CC Preferences				
Low VS (-1 SD)	3.72	3.84	-.31	.55
Mean	3.97	3.57	-0.70	-0.09
High VS (+1 SD)	4.22	3.30	-1.35	-.49

* $p < .05$; ** $p < .01$; *** $p < .001$ // green = highest mean; red = significant intervals

Appendix 5: Output Model 2 - Second-hand luxury fashion x motivation x voluntary simplicity

Table 21 - Haye's Process Model 2 Output

	B	SE	t	p	LLCI	ULCI
Quality perceptions						
Type of second-hand fashion	-.46	.24	-1.94	.05	-.93	.00
Type of motivation	.45	.23	1.95	.05	-.00	.92
Type of second-hand fashion x motivation	-.00	.33	-.02	.98	-.65	.63
Voluntary simplicity	-.19	.09	-1.97	.05	-.37	-.00
Type of second-hand fashion x voluntary simplicity	.30	.13	2.35	.02	.05	.56
Design perceptions						
Type of second-hand fashion	-.84	.29	-2.83	.005	-1.42	-.25
Type of motivation	.44	.29	1.51	.13	-.13	1.01
Type of second-hand fashion x motivation	-.46	.40	-1.13	.26	-1.26	.34
Voluntary simplicity	-.11	.12	-.95	.34	-.34	.12
Type of second-hand fashion x voluntary simplicity	.05	.16	.29	.77	-.27	.37
Trust						
Type of second-hand fashion	-.15	.19	-.76	.44	-.54	.24
Type of motivation	.40	.19	2.10	.04	.02	.79
Type of second-hand fashion x motivation	-.37	.27	-1.37	.17	-.91	.16
Voluntary simplicity	-.04	.08	-.57	.56	-.20	.11

Type of second-hand fashion x voluntary simplicity	.24	.11	2.16	.03	.02	.45
Collaborative consumption Preferences						
Type of second-hand fashion	-.37	.22	-.167	.09	-.82	.07
Type of motivation	-.18	.22	-.82	.41	-.62	.25
Type of second-hand fashion x motivation	-.04	.31	-.13	.89	-.65	.57
Voluntary simplicity	.19	.09	2.12	.03	.01	.36
Type of second-hand fashion x voluntary simplicity	-.40	.12	-3.24	.001	-.64	-.16
Willingness to buy second-hand						
Type of second-hand fashion	-.17	.31	-.56	.57	-.78	.43
Type of motivation	-.13	.30	-.42	.67	-.72	.47
Type of second-hand fashion x motivation	-.005	.42	-.01	.99	-.84	.83
Voluntary simplicity	-.06	.12	-.53	.60	-.31	.18
Type of second-hand fashion x voluntary simplicity	-.28	.17	-1.67	.09	-.62	.05

Table 22 - Double-moderation analysis

Type of second-hand luxury fashion x consumer motivation (XxW)					
Type of second-hand luxury x voluntary simplicity (XxZ)					
Dependent Variable	R ² Change	F	Df1	Df2	sig
Quality	.020	2.77	2	244	.0644
Design	.005	.702	2	244	.4966
Trust	.026	3.41	2	244	.0345
Preference for collaborative consumption	.040	5.27	2	240	.0057
WTB second-hand	.011	1.40	2	244	.2473

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