



**Luxury That Lasts:**  
**Rise of Second-hand Fashion and Consumer  
Experience according to the Purchase Channel**

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*Some people think luxury is the opposite of poverty.  
It is not. It is the opposite of vulgarity. - Coco Chanel*



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## **Abstract**

Do we behave the same way when we shop in a physical store or online? What about when it comes to luxury? Does the fact that it is second-hand induce different feelings? Do concerns about social norms stand out in this type of shopping? Well, this thesis aims to address such issues to acquire a holistic view of luxury consumer behavior, from emotions and deepest thoughts to choices and preferences.

This research will offer academics with solid quantitative data on luxury consumption's psychological and sociological aspects, uncovering not only the perception of second-hand in this industry, but also the role that online plays in this sector. Thus, participants were instructed to envision purchasing online or at a luxury boutique, first- and second-hand. It emerged that online shopping leads to distinct behaviors from the physical context. On the one hand, new luxury in-store collection is popular due to its perceived value, social power, and fulfillment. Furthermore, shopping channels diverge in purchase intentions, attitudes, self-esteem, emotional value, and perception, which are higher in the physical environment. However, regarding online, these disparities are less obvious. Finally, new collection comprises stronger emotional and self-expression levels over second-hand, contrasting with the literature review.

Overall, the current paper delivers deeper insight into the social phenomenon attached to luxury shopping according to purchasing channel, both first and second-hand, which is of huge relevance as consumption becomes more and more complex and it is even harder to grasp consumer behavior transversally, especially in this emerging second-hand market.

**Keywords:** Luxury, Fashion, First-hand, Second-hand, Online, Offline, Drivers, Social Status, Social Concerns

## **Resumo**

Comportamo-nos igual quando compramos numa loja física ou online? E no que concerne ao luxo? Será que o facto de ser segunda-mão induz sentimentos distintos? Preocupações com normas sociais sobressaem neste tipo de compras? Ora, esta tese visa abordar tais questões para adquirir uma visão holística do comportamento do consumidor de luxo, desde as emoções e pensamentos mais profundos até às escolhas e preferências.

Esta investigação oferecerá aos académicos dados quantitativos sólidos sobre os aspetos psicológicos e sociológicos do consumo de luxo, descobrindo não só a perceção de segunda-mão nesta indústria, como também o papel do online neste sector. Assim, os participantes foram instruídos a imaginar-se a comprar online ou numa boutique de luxo, em primeira e segunda-mão. Constatou-se que as compras online conduzem a comportamentos distintos das físicas. Assim, a nova coleção em loja é popular graças à perceção de valor, poder social, e realização. Além disso, os canais de compras divergem nas intenções de compra, atitudes, autoestima, valor emocional e perceção, sendo superiores no ambiente físico. Porém, relativamente ao online, estas disparidades são menos evidentes. Finalmente, a nova coleção compreende níveis emocionais e de autoexpressão mais fortes comparados à segunda-mão, contrastando com a revisão da literatura.

Concluindo, este estudo proporciona uma visão aprofundada do fenómeno social vinculado às compras de luxo consoante o canal de compra, tanto em primeira como em segunda-mão, que é de enorme relevância dada a complexidade do consumo e dificuldade de apreender transversalmente o comportamento do consumidor, sobretudo no emergente mercado de segunda-mão.

**Palavras-Chave:** Luxo, Moda, Primeira mão, Segunda mão, Online, Offline, Motivações, Estatuto Social, Preocupações Sociais

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## **List of Abbreviations**

LF – Luxury Fashion

FH – First-hand

SH – Second-Hand

SHLF – Second-Hand Luxury Fashion

TRA – Theory of Reasoned Action

## 1. Introduction

A new era of luxury is arising, anchored by a new profile of discerning luxury consumers who appreciate slow fashion and drive innovation in the luxury sector. McKinsey (2022) reports that the luxury and premium garments market has doubled since the pandemic began, returning 33.2% and 18.0% to shareholders, whilst value and mass segments generated 8.9% and 6.0%, respectively.

Consumers are starting to consider luxury items through a new prism, one that emphasizes their financial potential and environmental friendliness (McKinsey & Company, 2022). These tendencies were previously evident before the outbreak, but their impact has been magnified (Bianchi et al., 2021).

This redesign of luxury is driven by a customer profile that is more eco- and socially conscious, while digital channels serve as a source of innovation and profits. In challenging times, businesses with streamlined processes redefined luxury as less ostentatious and more inclusive, and creative business models have a greater chance of surviving and thriving (Willersdorf et al., 2022).

Currently, the fashion business is dominated by low-quality apparel and short product lifespans. Nonetheless, a wind of change is blowing in, and customers' consumption mindsets are evolving. As a result, circular consumption patterns such as second-hand (SH) are being embraced (Silva, Santos, Duarte, & Vlačić, 2021).

The second-hand market has flourished over the past couple of decades (Yang, Song, & Tong, 2017). The worldwide value of this trend is predicted to double by 2023 to \$51 billion, driven by increased demand and a growing competitive arena (Silva et al., 2021). Particularly, the second-hand luxury fashion (SHLF) sector is in vogue, grabbing a new generation of customers who desire to purchase pre-loved items for countless reasons (Turunen et al., 2020). Overall, the market for SH luxury expanded by 65% between 2017 and 2021, while the market for first-hand luxury grew by only 12% (Bain & Company, 2021b).

Moreover, digitization has left its imprint on luxury fashion brands. Today, creating an integrated and omnichannel experience is vital, as luxury businesses must remain visible to elite buyers by developing new ways for them to express their demands (Atwal &

Williams, 2017). Actually, the customer journey occurs at several touchpoints, and firms must create distinctive experiences at each one (Fatma, 2014).

Digital networks are reshaping consumer behavior, as within screens there seem to be no boundaries (Bolton et al., 2018). Undoubtedly, the market for SH luxury apparel is thriving, however the number of available channels is also expanding. In fact, although previously SH was most often available in stores or flea markets, there are now an emerging number of online SH fashion retailers (Turunen & Pöyry, 2019).

The previous literature on pre-owned luxury mostly focused on the product's appeal or the attention obtained via its usage and consumption, rather than stressing the feelings generated by the acquisition of SH luxury through various distribution channels (e.g., Cervellon & Vigreux, 2018; Turunen et al., 2018; Turunen & Leipämaa-Leskinen, 2015). This is relevant since consumers' reasons for selecting new over SH products are complex (Kessous & Valette-Florence, 2019; M. Cervellon et al., 2012).

Furthermore, Linda Turunen and Hanna Leipämaa-Leskinen (2015) offered pivotal insights concerning the relevance of second-hand luxury brand shopping within the context of fashion industry. Academics may also gain insight into the SH luxury goods perceived value and purchase intention with risk effect (Lou et al., 2022; Turunen and Pöyry, 2019).

In light of the worldwide proliferation of second-hand, vintage, and thrift stores (both physically and online), it is instructive to examine the decision-making processes by which consumers select and evaluate pre-owned goods. As the SH market acquires momentum and efficiency, there is a growing influence on those who purchase new stuff (Turunen & Pöyry, 2019; Liao & Chu, 2013).

The effect of customers' emotions on their purchase decisions is an emerging area of major emphasis. Due to the intricacy of the topic, however, there is a paucity of data currently accessible. In attempt to overcome this knowledge gap, this article examines the motives behind the purchase of SH luxury, focusing primarily on perceived value, self-enhancement, and hedonic pleasure.

This paper addresses the call for future research on customer experience in the emerging luxury fashion sector according to the purchase channel. Previous study concentrated on new luxury items, but the SHLF sector is disregarded (Turunen & Leipämaa-Leskinen,

2015). Moreover, customer experience in a digital environment has been covered for luxury fashion brands, but there is a significant lacuna when comparing these notions to the SHLF market. Hence, the current paper attempts to answer the following Research Question:

*Can the luxury industry be hurt by second-hand nature of a product?*

*Can the online context (impact) mitigate such negative impact(effect)? Why?*

Multiple chapters make up the structure of this document. Following this introduction comes a discussion of the literature review, which discusses the fundamental concepts of luxury and fashion. In the next chapter, the conceptual framework and the development of hypotheses are outlined. Following this, the study methodology, research protocols, and measurement scales are detailed in depth. The data analysis approach and its outcomes are shown and discussed in the next section. The study culminates with a brief overview of the most relevant findings and conclusions, followed by a discussion of its academic and practical ramifications.

## **2. Literature Review**

This section entails a literature review, revealing that luxury is challenging to define and has evolved throughout time. The SH luxury is booming, and academics are debating it.

### **2.1 The Concept of Luxury**

In light of Kapferer and Valette-Florence (2016), “Luxury started as a niche, limited to the happy few, the only ones who could afford it.”. Luxury is as ancient as humanity, at least human society. Historians have addressed luxury throughout centuries and cultures. Scholars from various disciplines have seen a growing worldwide appetite for luxury beyond the affluent and powerful (Kapferer & Valette-Florence, 2016).

The notion of luxury is elusive (Kapferer, 1998). Nevertheless, the word “luxury” is adopting more shades. Luxury is premised on a paradox: bridging the gap between visibility and awareness with access and penetration, in order to nurture the dream and inspire desire (Turunen, 2018). As exclusivity and uniqueness are central to defining luxury, mass is the complete antithesis. It begins with items that are distinctive, full of emotion, well-made, hedonistic, and derived from culture and tradition (Kapferer &

Valette-Florence, 2016). In a world full of individuality and illusion, a playing field of opportunity and aspiration demands that the concept of luxury conform to modernity.

There is no single definition of a luxury brand (Miller & Mills, 2012). Most academic literature links luxury brands to five attributes: outstanding quality, high transaction value, distinctiveness, exclusivity, and craftsmanship (Fionda & Moore, 2009). Tynan, McKechnie, and Chhuon (2010) concur with the aforementioned criteria, but add that the expensiveness of the items, the authenticity of the services that provide a high level of symbolic and emotional/hedonic value, and the non-essential nature of the products are also cornerstones of luxury brands.

Indeed, luxury is democratizing, creating a new landscape. It is a dynamically expanding industry that serves a broad clientele. Currently, luxury retail is flourishing in every major city across the globe. The presence of boutiques in a developing country reflects the economic recovery and the emergence of a middle class eager to access the best of consumer culture. Thus, the key is to manage the dilemma between nourishing the dream and constant growth, being increasingly imperative to build a highly seductive symbolic capital that is transferable among customers (Kapferer & Valette-Florence, 2016).

### **2.1.1 Luxury Market**

Luxury is comprised of brands from nine distinct industries: personal luxury goods, cars, hospitality, fine arts, high-quality furniture and design homeware, gourmet food and fine dining, fine wines and spirits, luxury cruises, yachts, and private planes (Fionda & Moore, 2009). The category of luxury fashion (LF) items will serve as the study's primary emphasis. Current study focuses on the fashion subsegment of the personal luxury goods market, which is one of the most sophisticated sectors overall (Turunen et al., 2020). Luxury brands are distinguished by their unique footprints and the sumptuous qualities perceived by customers (Vigneron & Johnson, 2004).

Polese and Blaszczyk (2012) stressed that fashion is a multifaceted concept that, on one hand, is defined simply as the study of material artefacts and, on the other, comprises how people dress, act and think. Bearing in mind its current size and projected expansion, the LF industry plays a critical role. A rise in consumer interest in these goods has led companies to improve their practices in response to the market (Fionda & Moore, 2009).

LF firms provide high levels of symbolic and emotional values via their services, therefore, customer experience is vital (Tynan et al., 2010).

### **2.1.2 Motivational Drivers of Luxury Consumption**

Although the term "luxury" has evolved to encompass a wider spectrum of meanings, the status symbol remains an integral part of the notion (Silva et al., 2022). Researchers have looked at why people buy and show off expensive items, and two main sorts of reasons have arisen (Turunen, 2018).

First, conspicuous consumption or brand prominence (Han et al., 2010) describes luxury with visible, distinctive, and symbolic value to express wealth and social status. Inconspicuous luxury goes against the "ostentation" of luxury labels and their prominent displays.

Modern study on luxury consumption is anchored on the idea of conspicuous consumption, which claims that affluent people purchase extremely noticeable items to flaunt their wealth to achieve social status (Kastanakis & Balabanis, 2014). The Veblen Effect is the willingness to pay extra for a functionally similar product regarded as more prestigious (Bagwell and B. Douglas, 1996). This urge to spend more may confer more status to the customer than any direct benefit, and a premium price might paradoxically boost consumer decision-making process. People who indulge in conspicuous consumption generally mimic those above them in the social hierarchy (Truong and McColl, 2011). As social standing relies on others, social emulation is prevalent, and the purchasing and possession of luxury items for prestige is more public than private (Bearden and Etzel, 1982). Indeed, in light of O'Cass and McEwen (2004), "status consumption is more a matter of consumers' desires to gain prestige from the acquisition of status-laden products and brands; however, conspicuous consumption focuses on the visual display or overt usage of products in the presence of others" (p. 27).

Vigneron and Johnson (1999) defined five kinds of prestige consumers based on three interpersonal effects (Veblen, Snob, and Bandwagon) and two personal impacts (Hedonism and Perfectionism). The group where interpersonal effects dominate perceives price as a sign of luxury and purchases luxury to enhance or preserve social status (Brun & Castelli, 2013; Han et al., 2010). In contrast, customers in categories where personal products prevail are more likely to purchase luxury items to fulfil their emotional and

pleasure senses. Quality, aesthetics, and performance are considerably more essential than pricing (Husic & Cicic, 2009; Vigneron & W. Johnson, 1999).

To sum up, socio-emotional rewards, such as prestige, social status and self-identity are major drivers of consumption, particularly in the luxury realm.

## **2.2 The Pre-Loved Luxury Fashion Market**

Despite the terms vintage and second-hand are sometimes misunderstood, “vintage” refers to a unique and authentic piece that embodies a certain era's style made between the 1920s and 1980s, whilst "second-hand" alludes to any previously owned items, regardless of their age (Turunen & Leipämaa-Leskinen, 2015; Cervellon et al., 2012). Sometimes the words "pre-owned" or "pre-loved" are employed. Consumption of SH versus vintage products is driven by distinct factors. According to Cervellon et al. (2012), SH purchases are motivated by price, frugality, and sustainability-related concerns, whereas vintage consumption is motivated by nostalgia, desire for uniqueness, and pursuit of treasure. In addition, Carrigan et al. (2013) emphasized that SH may be seen as a new method to embrace sustainability since it enhances the longevity of fashion goods.

There are two alternatives for purchasing pre-loved luxury fashion: visiting a thrift store or an internet marketplace. The SH luxury is thriving, despite the fact that growth in the luxury industry has slowed. Overall, the SH industry is emerging from its subsector and booming in prominence (Stolz, 2022). By 2021, the SH luxury market will be valued more than \$30 billion, expanding far faster than the overall luxury market (Statista, 2022). Despite the proliferation of SH stores, the online monopolize this market. E-commerce platforms provide more product information than conventional retail outlets, and they also have better bargaining leverage. *Depop*, *The RealReal*, *Vinted*, and *Vestiaire Collective* are the most famous SHLF platforms, allowing consumers to acquire items regardless of their location (Lopez & Ouattara, 2021).

Rising interest in slow fashion is indicative of a shift in consumer behavior, especially among the younger demographic. They are not seeking to develop a permanent collection of luxury items, but rather to fulfill their craving for aspirational brands (Guzzetti et al., 2021). SH helps the luxury business prosper by offering luxury items with a timeless and durable image, as well as better resale prices (Kessous & Valette-Florence, 2019).

## 2.2.1 Motivational Drivers of Second-hand Luxury Fashion Consumption

People purchase SHLF items for a plethora of reasons, one of which is to boost their social identity and feel more unique (Fazeli et al., 2019). BCG (2019) reports that 60% of those who purchase SH luxury items are motivated by environmental and ethical concerns. Another allure of buying SH is the availability of rare and limited-edition capsule sets. As can be seen in Figure 1 (BCG & Altagamma, 2019), there is a larger number of people who are interested in acquiring SH luxury than there are who are not interested (60% vs. 40%). The favorable cost-to-benefit ratio is the key draw.

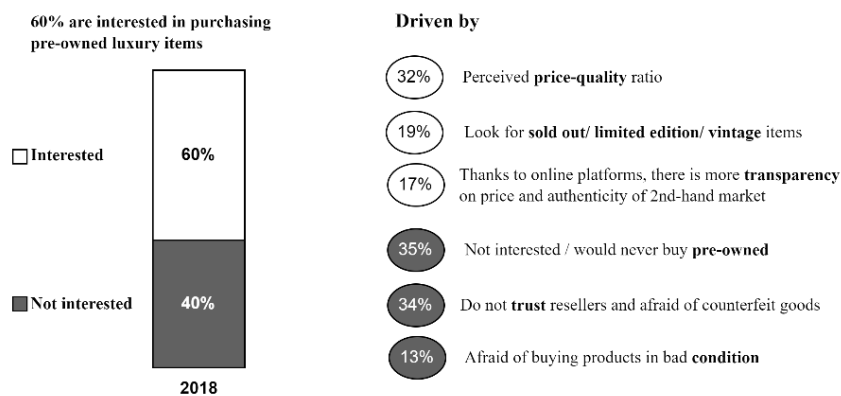


Figure 1 - Interested/Not interested in purchasing SH luxury products

SHL can be perceived "chic" in today's climate, as customers are under increasing pressure to adopt more environmentally responsible lifestyles (Fox, 2018). Constrained by the global economic slump and political uncertainty, the SHL has expanded its footprint, as luxury goods are essential to maintaining one's self-image and serve as a social marker (Herjanto et al., 2016). A few studies have shown that the uniqueness and treasure hunting inherent in the reasons for purchasing SH luxury items (Turunen et al., 2020; Sandes and Leandro, 2019) may be linked to the characteristics of exclusivity and scarcity embedded in luxury goods, thereby giving the SH luxury item a distinctive character that is appreciated by consumers (Silva et al., 2022; Fox, 2018).

The SH luxury market allows consumers to satisfy numerous demands with attractive deals (Herjanto et al., 2016). Bardhi and Arnould (2005) propose that hedonistic impulses drive the purchase of SHLF products, since they express individual consuming desires beyond fundamental necessities, rendering consumers more materialistic and compulsive (Kasser, 2011). To preserve their identities, social status and save money while expanding

their social circles, some consumers often turn to alternative shopping venues (Ferraro et al., 2016). The SH enables customers to reach a certain amount of individuality via the purchase and ownership of distinctive objects that serve as a means of expressing their desired self-image (Gullstrand Edbring et al., 2016). Uniqueness is described as the trait of desiring distinction from others and is essential to secure the prestige conferred by a luxury product (Tian et al., 2001). Moreover, when considering mass production's environmental effect, SH marketplaces are a suitable choice. (Silva et al., 2022).

Nevertheless, the remaining 40% of luxury customers, who do not trust SH and refuse to purchase a product that is cheaper, pre-owned, and of worse quality than the original, comprise a huge portion of the market. This is crucial since it threatens SHLF by diminishing the product's status. So, the conclusion is that FH luxury remains supreme and will continue to do so.

As demonstrated by the literature review, qualitative and correlational investigations predominate (see Table 1). Thus, the goal of this paper is to uncover the Social and Personal Concerns manipulating luxury consumption according to the purchase channel, while comparing first- against second-hand luxury.

*Table 1 - Studies on the major drivers of the SHLF market*

<b>Title and authors</b>	<b>Aim of the study</b>	<b>Methodology</b>	<b>Identified drivers</b>
How Do Perceived Value and Risk Affect Purchase Intention toward Second-Hand Luxury Goods? An Empirical Study of U.S. Consumers  (Lou et al., 2022)	Understanding customers' desired values for SH luxury items and the elements that impact their purchasing intention	Quantitative, 240 Online survey, U.S. consumers	<ul style="list-style-type: none"> <li>- Economic</li> <li>- Emotional</li> <li>- Social</li> <li>- Quality</li> <li>- Green values</li> <li>- Perceived risk</li> </ul>
Why Do(n't) We Buy Second-Hand Luxury Products?  (Stolz, 2022)	Enhance awareness of SH luxury purchasing intentions of SH luxury customers and current non-consumers	Quantitative, 469 Online survey	<ul style="list-style-type: none"> <li>- Economic</li> <li>- Ethical</li> <li>- Sustainable</li> <li>- Nostalgic</li> <li>- Creative</li> </ul>
The hunt for treasures, bargains and individuality in pre-loved luxury  (Silva et al., 2022)	Motivations for purchasing pre-loved luxury items and how they interact, prompting customers to combine motivations	Qualitative, Semi-structured in depth interviews	<ul style="list-style-type: none"> <li>- Treasure Hunting</li> <li>- Bargain Hunting</li> <li>- Individuality Seeking</li> </ul>

Shopping with the resale value in mind: A study on second-hand luxury consumers.  (Turunen and Pöyry, 2019)	Determine how individuals approach the purchasing of SH luxury items from a mental and decision-making standpoint.	Qualitative, 22 semi-structured interviews, Finish women  - Manipulation of first and second-hand luxury purchases.	Consciousness of:  - High-quality - Brand - Fashion - Recreational shopping - Price-per-quality - Resale value - Impulsiveness - Confusion from over-choice - Brand-loyal orientation - Confusion from lack of choice
“From Prada to Nada”: Consumers and their luxury products: A contrast between second-hand and first-hand luxury products  (Kessous & Valette-Florence, 2019)	Explore how motives to purchase, consumption patterns, and consumer brand interactions differ between second-hand and new luxury items.	Qualitative, “Album On line” technique, 32 consumers  - Manipulation of the affective/cognitive scenario for first-hand and SH luxury purchases.  Quantitative, 280 online questionnaires, French women	- Social climbing - Eco-conscious concerns - Brand heritage - Windfall
Pre-loved luxury: identifying the meanings of second-hand luxury possessions  (Turunen & Leipämaa-Leskinen, 2015)	Considering what the word "luxury" entails in the context of fashion, and especially when it comes to luxury accessories.	Qualitative, 10 Interviews, Finnish women	- Sustainable Choice - Real Deal - Pre-loved Treasure - Risk Investment - Unique Find

### 2.3 Luxury Shopping In-store vs. Online

With the arrival of the internet, retail and distribution management strategies have been completely revolutionized (Pentina et al., 2011). However, the luxury industry has been lethargic in adopting the digital age for fear of jeopardizing its exclusive aura (Okonkwo, 2007). As a growing number of customers have embraced online shopping, luxury retailers have intensified their usage of the internet and begun to leverage advanced information technology to enhance their online presence and boost brand awareness (Okonkwo, 2009).

Turunen and Pöyry (2019) claim that whereas price-per-quality-conscious clients are more inclined to purchase products offline, impulsive, and recreational purchasers are

more likely to buy luxury fashion products online. The Table below highlights the key drivers for online and offline shopping (Liu et al., 2013).

*Table 2 - Internet and In-store purchasing themes*

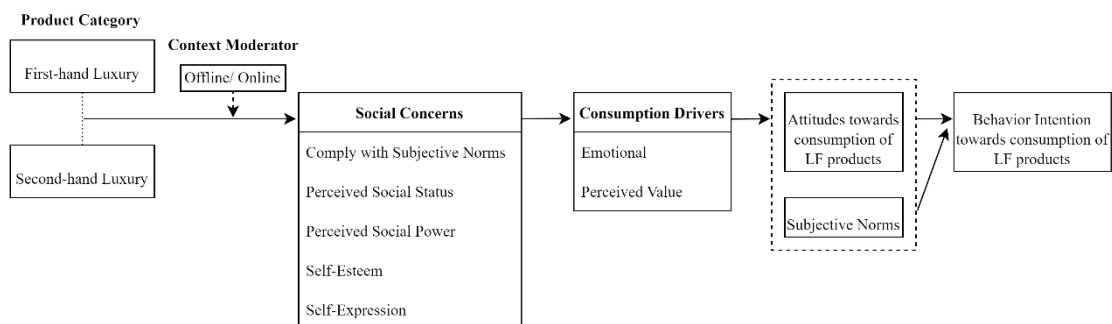
Internet themes	In-store themes
Convenience	Aesthetic appeal
Price	Store trust
Product availability	Shopping experience
Shopping attitude	Customer service
Online trust	Sense of power

Luxury clients have distinctive purchase motivations compared to regular shoppers. Moreover, people are drawn to luxury items due to their superior attributes, so the preference for physical stores in new collection is expected (Vigneron and Johnson, 2004). Alternatively, as SH's status is weakened in an offline environment, channel gaps for this kind of consumption should be minimized, with online maybe being favored.

This research aims to explore the variations between offline and online contexts based on whether the product is new or used. For this reason, the impact of status, risk aversion, and shopping experience will be analyzed in order to determine how distinct outcomes are affected by multiple circumstances.

### 3. Conceptual Framework and Development of Hypotheses

Figure 1 displays the Conceptual Framework of this paper, which focuses on the study's ultimate aim of elucidating LF consumption across several circumstances. The purchasing channel moderator is developed to capture multiple consumer viewpoints based on the nature of product category. To avoid redundancy, the focus is on mediating variables and the hypotheses are centered on their links with the psychological and further consumption behaviors that drive purchase intention along the customer journey.



*Figure 2 - Conceptual Framework*

The research study showed that a variety of factors, namely subjective norms, social status, social power, self-esteem, and self-expression, drive the consumption of luxury goods, with these social concerns playing a role in shaping purchasing intentions.

Differences in purchase intention are predicted since first- or second-hand status influences how individuals feel about luxury and how much they believe it to be valuable. Importantly, since channel might affect attitudes towards luxury products, it moderates the gap between first- and second-hand purchasing behavior.

### **3.1 Theory of Reasoned Action**

According to the Theory of Reasoned Action (TRA) (Vallerand et al., 1992), behavior is driven by the intention to undertake the action. As motivators of behavioral intention, two variables may be highlighted: a personal or "attitudinal" aspect and a societal or "normative" factor.

The first component of an expectancy-value formulation states that a person's disposition toward a specific activity is affected by their most prominent beliefs about the consequences of carrying out that behavior and their appraisal of those consequences based on the outcomes of their actions. Secondly, subjective norms are a person's perception of other people's expectations, which reflect their (normative) beliefs about what they ought to do and their commitment to follow those norms (Vallerand et al., 1992). TRA is a substantial social cognitive model for assessing volatile consumer behavior (Saricam & Okur, 2018).

Purchase intentions for luxury goods are influenced by attitudes about brands and luxury itself. Consumer's overall perception of SHLF purchases dictates their attitudes. Research shows that mindset strongly influences consumer purchase choices. Negative attitudes induce product aversion. Second-hand luxury items from strangers may be perceived as unclean, low quality, and low status. Guiot and Roux (2010) discovered that unfavorable attitudes regarding SHLF represent one explanation for refusing this sort of consumption. Therefore, consumers' attitudes towards buying SHLF are called into question to influence their purchase intention (Seo & Kim, 2019). On the other hand, new luxury collection fosters social-emotional attitudes that encourage this sort of consumption.

In this regard, the initial hypotheses were expressed as follows:

**H1.** First-hand luxury leads to higher levels of Purchase Intention compared to second-hand luxury, but this tendency is reduced in online shopping contexts.

**H2.** The luxury shopping experience generates more positive Attitudes when offline than online.

The Theory of Consumption Values was designed to describe the factors that influence customers' decisions to use or refuse a certain product. In addition to clarifying consumer behavior, this theory may also be used to forecast it. The three pillars of the theory are that consumption values: 1) are multiple and shape consumer choice, 2) vary for each choice scenario, and 3) are autonomous. Five consumption values that impact consumer decision behavior are highlighted - functional, conditional, social, emotional, and epistemic (Sheth et al., 1991).

While using and acquiring luxury goods, individuals develop emotional experiences (Guiot & Roux, 2010). Emotional Value represents the perceived delight in consuming such products and shows the pleasure, happiness, and satisfaction that arise from completing a specific action (Lang, 2018). Indeed, it is expected that more emotions are triggered in a face-to-face store than behind the screens.

Consumer emotions and feelings play a role as a mediating component in the purchase process, with Hudders and Pandelaere (2011) revealing both a negative and positive impact for self-fulfillment in the domain of luxury consumption. Similarly, O'Cass and Frost (2002) endorse the idea that brand-related emotions provide a beneficial effect on conspicuous consumption and the prestige assigned to the brand. Moreover, compared to its brand-new counterpart, a pre-loved luxury features an outstanding personality, providing a customized interaction between the item and consumer, if they are aware of the product's history and the sense of uniqueness connected with this type of consumption. This deepens the sentimental attachment to the cherished products (Lou et al., 2022).

This study also explores the Perceived Value attached to distinct luxury fashion goods. Perceived quality is defined by Zeithaml (1988) as a consumer's subjective evaluation of an item's overall excellence or superiority. Although markets for SHLF are flourishing across many countries, the stigma associated with SHLF is still prevalent (Armstrong et al., 2015). Several of these consumers hesitate to purchase used goods due to concerns about usefulness and quality, and a large number worry about being judged negatively by the general public (Lang, 2018).

Thus, the following hypotheses are advanced here:

**H3.** First-hand luxury leads to lower levels of Emotional Value than second-hand luxury products when in offline shopping contexts, but not in online shopping contexts.

**H4.** First-hand luxury leads to higher levels of Perceived Value compared to second-hand luxury, regardless of the purchase channel.

Actually, this theory stresses social norms and, as FH and SH generate distinct social norms, it is worth noting that variables that affect the relevance or weight of social norms on behavior (e.g., if surrounded by people or not; In-Store vs. Online) can drive purchase intentions and behaviors. It is crucial to emphasize that luxury is bought to boost social status and has underlying social norms linked to specific groups, which leads to the low social status attached to SH.

### **3.2 Social Concerns**

Since social status relies on the willingness of others to award it, social emulation is often prevalent, and the acquisition and possession of luxury items for status purposes tend to be more public than private (Bearden and Etzel, 1982).

Symbolic products, such as luxury, are particularly susceptible to normative influences, primarily once they are intended for public consumption. On the one hand, consumers with above-average normative sensitivity are more likely to seek out luxury items that generate a favorable image, although there is a tendency to discourage consumption of less popular, scarce, or unknown luxuries (Kessous & Valette-Florence, 2019). On the basis of this discussion, it is hypothesized that:

**H5.** Second-hand luxury leads to higher Social Concerns than first-hand luxury products, but this tendency is reduced in online.

Based on the Functional Attitude Theory (Shavitt, 1989; Katz, 1960), this paper demonstrates that attitudes perform crucial social purposes, such as enhancing self-presentation and self-expression. The aforementioned approach toward luxury is characterized as a willingness to connect with luxury brands in a way that exhibits individuality and communicates underlying ideas and convictions (Bian & Forsythe, 2012). Self-presentation attitude regarding luxury is the propensity to adopt luxury brands

to express social image. It is noteworthy that both motivate consumers to purchase luxury (Wilcox et al., 2009) due to the stimulation of hedonic rewards and sensory fulfillment (Vigneron & Johnson, 2004). Hence, these perspectives on social functions may have an impact on consumer decisions, either directly or indirectly through affective attitudes (Bian & Forsythe, 2012).

Several luxuries' customers crave social status (Han et al., 2010). Status seeking is the unifying denominator between bandwagon and snob consumption, although these two subtypes of luxury consumption have distinct causes. Thus, in order to enhance social status, consumers buy and display luxury in order to present an image of who they are or aspire to be (Sirgy, 1985). Those who continuously strive to surround themselves with visual proof of their superior status (Packard, 1959) embrace luxury to reinforce it (Grossman & Shapiro, 1988).

As Kessous and Valette-Florange (2019) stress, the acquisition of SH luxury is also associated with social climbing, particularly to boost self-esteem and satisfy the need for belonging. In contrast, users of new luxury products tend to flaunt their power and seek social recognition. Normative influence is essential to the study of conspicuous luxury consumption (Bearden & Etzel, 1982) since luxury products transmit expressive value, lead to the creation of a respectable image, and fulfill a need for social approval (Kastanakis & Balabanis, 2014).

Customers with a focus on status, boost their sense of self by crafting an image designed to attract positive attention. In many cases, this is accomplished by simply acquiring and exhibiting a product (Butcher et al., 2016). Generally, status seekers tend to purchase stuff that is loud, luxurious, or ostentatious to stand out from others of lower social position (Han et al, 2010).

The following hypotheses were developed in light of the above findings:

**H6.** First-hand luxury leads to higher levels of Perceived Social Status than second-hand luxury products when in offline shopping contexts, but not in online contexts.

**H7.** First-hand luxury leads to higher levels of perceived social power compared to second-hand products, but this tendency is reduced in online shopping contexts.

**H8.** First-hand luxury leads to higher levels of self-esteem compared to second-hand luxury products in offline contexts than in online contexts.

**H9.** Second-hand luxury leads to higher Self-Expression than first-hand luxury products, but this tendency is reduced in online shopping contexts.

Once the aforementioned hypotheses have been tested, it is expected that the quantitative study conducted will prove the discrepancies between FH and SH luxury, particularly with regard to the socio-emotional elements that luxury consumption fosters. Additionally, a stronger channel impact is predicted in the new collection, along with a significant preference for in-store, contrasting with SH which shows less difference, in light of the social concerns that amplify online shopping.

## **4. Methodology**

After a discussion of the fundamental ideas and theories covered in the literature review, the next chapter focuses on the methodological techniques of the current study. A quantitative approach is adopted to provide academics reliable and accurate data.

In order to draw valid results from this research, primary data were gathered to supplement the secondary data collected. Consequently, two experimental studies were conducted. The first to understand consumer preferences for multiple luxury products, thus testing the materials for the main study, while drawing preliminary conclusions to the presented hypothesis. The second to comprehend how consumers respond to the luxury product category in various contexts, in a more controlled experiment, while assessing the processes underlying decisions in these contexts. The application of proven techniques in statistical analysis, as recognized by Firestone (1987), provides results that reflect generalized judgments and evaluations of populations and allow for the identification of biases, if present (Malina et al., 2011). The research method is described in further detail in the appendix (see Appendix 1).

### **4.1 Pre-Study**

#### **4.1.1 Participants, Materials, Procedure and Design**

A total of 42 valid individuals (73.8% female and 26.2% male) took part in the survey (Appendix 1). The majority of participants (69%) are between the years of 1997 and 2012, constituting generation Z, which is comprised of digital natives. Among the 78.4% of Portuguese respondents, 77.3% opted to reply in their native language, while the remainder selected English. All individuals volunteered and were recruited through Facebook groups, social networks, and personal connections (see Appendix 1).

The purpose of the preliminary research was to gather first insights of customer's perception and behavior toward new and SH luxury fashion – online and in-store – and to select the pair of handbags with similar purchase intent and luxury representativeness.

The survey included an introduction explaining its purpose, emphasizing the anonymity of the responses, and stating that they would only be used for research purposes, as part of a Master's Thesis in Management with a Specialization in Strategic Marketing, from Católica Lisbon SBE, with the goal of gaining insight into Consumer Behavior toward the Luxury Fashion Industry (Appendix 2).

The survey starts with some general questions about luxury consumption in order to pinpoint behavior patterns – “Have you ever acquired first- or second-hand luxury fashion items (ready-to-wear, bags, shoes, accessories, jewelry)?” – and requesting to mention the top luxury brands that arise in participants' minds. Secondly, several best-selling luxury handbags (from Chanel, Burberry, Louis Vuitton, etc.) were shown to measure Purchase Intention, on a scale from 1 (not likely at all) to 7 (extremely likely), as well as the level of luxury representativeness of each highlighted brand on a scale from 1 (does not represent a luxury brand at all) to 7 (totally represents a luxury brand).

Then, the preferences for luxury purchases, between FH and SH, were examined based on the purchase channel, on a scale from 1 (not at all) to 7 (totally) (see Appendix 2).

On the next block, socio-emotional elements, the key variables of this paper, were briefly explored. Firstly, by accessing the social concerns in each of the four scenarios, on a scale of 1 (not concerned at all) to 7 (extremely concerned). Following this, by adapting the research of Eastman et al. (1999) and Wilcox et al. (2009), on a scale from 1 (completely disagree) to 7 (completely agree) ( $\alpha = 0,964$ ). For instance, “This luxury product would help me express myself” or “I would like to be seen using this luxury product”, see all items on Appendix 2.

In conclusion, participants were requested to share demographic information about their gender, year of birth, and native language (see Appendix 2).

This research adopted a basic within-subjects design, meaning that each participant was exposed to all experimental conditions, and data was collected for only five days to draw initial conclusions in advance for the main study.

## 4.2 Main Survey

### 4.2.1 Materials

Both independent and dependent variables, as well as controls and demographic details, were established. It is worth noting that all questions were asked in the same format regardless of whether respondents were exposed to the online or in-store manipulation or to a specific product category. Likewise, the answer to the hypothesis must be based on the link between the independent and dependent variables.

#### Independent variables

The study was designed with two independent variables, each with two levels: Channel (online versus in-store) and Product Category (first-hand versus second-hand luxury). As noticed along with the previous section, these factors were adjusted by appealing to the participants' imagination using text and/or images (See Appendix 3). The same participant answers to the dependent variable under different situations (FH and SH) in within-subjects designs. Therefore, each condition repeats the column for each dependent variable, as illustrated by: `emotionalvalue_product1`; `emotionalvalue_product2`.

For a consistent analysis throughout the investigation, the variable "Channel" was assigned the following values: 0 = "Online" and 1 = "In-store".

#### Dependent variables

To quantify each component, available scales from prior research were applied and adjusted (see Table 3). The first dependent variable, Purchase Intention, were created according to Vallerand et al (1992) guidelines and measured using a 7-point Likert scale to figure out whether respondents were interested in purchasing the shown handbag and if they would promote the experience to their friends. Attitudes towards consumption of LF products in each particular context were measured using a 7-point bipolar ranging from bad, useless, worthless, and unenjoyable to good, beneficial, valuable, and enjoyable, respectively.

Furthermore, Emotional Value was measured by adopting a scale from a study by Butcher et al. (2016), in order to access the feelings of pleasure, happiness and love triggered in the shopping experience, through a 7-point scale measure (1- Not at all to 7- Extremely) (Knight & Young Kim, 2007). Adding on, the Perceived Value of the product was

evaluated using a 7-point scale measure (1 – Poor to 7 – Excellent), based on the scale carried out by Knight and Young Kim (2007).

Next, to measure general social perceptions according to the channel and nature of the product, participants were asked to rate “Social Concerns” on a scale from 1 (not concerned at all) to 7 (extremely concerned). For example, “Concerned about what other people might think” and “Concerned about other people judging me on the basis of my consumer decisions”.

To estimate Social Concerns across all the products and contexts the following measures and scales were also adopted. Perceived Social Status with Eastman et al. (1999) status consumption scale (e.g., “I would buy a product just because it has status”) was adapted, on a scale from 1 (totally disagree) to 7 (totally agree). Secondly, Perceived Social Power was gauged through a 7-point scale (1- Strongly Disagree to 7- Strongly Agree) by adjusting a Social-Adjustive Function scale developed in the study performed by Wilcox et al. (2009). Additionally, on a scale of 1 (Not at all) to 7 (Extremely), the participants’ Self-Esteem was rated according to how powerful, confident, smart, and guilty (reverse-coded) they felt while imagining themselves in that particular scenario. To conclude, a 7-point scale (1- Not describe at all to 7- Totally describe) based on a version of the Wilcox et al. (2009) study’s Value-Expressive Function scale was applied to measure participants’ Self-Expression in each of the four conditions (e.g., “This luxury product reflects the kind of person I see myself to be”).

The survey includes *control questions* for particular variables that may influence the participant’s choices. Considering that luxury is linked to ostentation and display power, any subjective norms associated with the participant’s character should not be biased by the assigned environment. Besides, Bearden et al. (1989) scale from the Measurement of Consumer Susceptibility to Interpersonal Influence was conducted at the end to gauge the general subjective norms of the participants (e.g., “I rarely buy the latest fashions until I am sure my friends approve of them”). Hence, there are 12 questions and a 7-point scale with labels ranging from strongly a disagree (1) to strongly agree (7) on each topic. However, due to its length, the scale was compressed to 6 questions with only normative items being addressed, rather than an informative analysis. In light of the above, it is anticipated that quantifying these factors would allow for a more detailed analysis of the outcomes and the drawing of more insightful conclusions.

Table 3 – Constructs for the research model

<b>Construct</b>	<b>Definition</b>	<b>Adapted from</b>
Behavior Intention	The desire to undertake a particular action.	(Ajzen, 1991; Vallerand et al., 1992)  (Dodds et al., 1991)
Attitude	The individual's (outcome) evaluation of the perceived consequences of carrying out the action as a function of the widespread (behavioral) beliefs about these consequences.	(Vallerand et al., 1992)
Emotional value	Perceived value of having positive feelings or affective states while doing an activity.	(Butcher et al., 2016)  (Knight & Young Kim, 2007)
Perceived Value	Perceived value of the product or service's quality and its functional, usefulness, and physical performance.	(Knight & Young Kim, 2007)  (Sheth et al., 1991)
Subjective Norms	The way in which an actor perceives the expectations of essential, context-relevant referents. Subjective norms are influenced by a person's (normative) ideas about what each referent feels he or she should do, as well as by the motivation to behave in line with these standards.	(Bearden et al., 1989)  (Vallerand et al., 1992)
Social Concerns	“The need to identify or enhance one’s image with significant others through the acquisition and use of products and brands, [and] the willingness to conform to the expectations of others regarding purchase decisions”.	(Bearden et al., 1989) pg 494  (Kastanakis & Balabanis, 2014)
Perceived Social Status	“Motivational process by which individuals strive to improve their social standing”.	(Eastman et al., 1999) pg 42
Perceived Social Power	The social component involves the customers’ sense of belonging and acceptance inside an exclusive group. The behavior of individuals who purchase luxury is encouraged by others.	(Kastanakis & Balabanis, 2012)  (Wilcox et al., 2009)
Self-Esteem	Person’s global sentiments of self-liking, self-worth, or, more simply, a worldwide judgment of one’s self-concept.	(Leonard et al., 1995)  (Rosenberg, 1965)
Self-Expression	“Individualist consumers desire to emphasize individual uniqueness and pursue self-actualization”.	(Bian & Forsythe, 2012) pg 1446  (Wilcox et al., 2009)

### 4.2.2 Procedure

Firstly, when participants started the survey, they were provided with a consent form and a brief introduction was given, informing them about the scope of the study. Then, in a random sequence, the first- or second-hand luxury stimuli would be shown to subjects in one of two scenarios (online or in-store). The online context for first-hand mentions that “Suppose you are searching for a luxury handbag for yourself or as a gift on the websites of several luxury brands from the comfort of your home. If you need help illustrating this circumstance, please use the image below.” (Appendix 3); whereas the online second-hand states that “Imagine you are looking for a luxury handbag, for yourself or for a gift, from the comfort of your own home on a second-hand website like *Vestiaire Collective*, *Vinted* or *VideDressing*. Use the image below, if you need assistance, to illustrate this scenario.” (See Appendix 3).

However, if the offline context emerged, first-hand luxury would be manipulated by: “Suppose you are looking for a luxury handbag, for yourself or for a gift, in an opulent physical store with an exclusive atmosphere. Use the image below, if necessary, to help you imagine this scenario.”; and the second-hand luxury in-store detailed “Imagine you are searching for a luxury bag for yourself or for a gift, but in a second-hand luxury boutique. If necessary, use the illustration below to help you visualize this scenario.” (Appendix 3).

Participants were introduced to just an online or in-store shopping channel scenario, but to both luxury product category settings. Bearing this in mind, a luxury handbag was shown along with an illustration of the shopping channel setting in which it was displayed.

It is essential to emphasize that participants were asked beforehand to read each instruction carefully in order to tailor their answers and put themselves in the right atmosphere without worrying about possible monetary restrictions, just evaluating the product based on how much it means to them.

The selection of the handbags- “Chanel Timeless Leather Bag” for FH and “Prada Re-Edition 2005 Nylon Mini Bag” for SH scenario- was based on an evaluation of the pre-study ratings to guarantee that both luxury purses are equally appealing. This enables for more appropriate conclusions to be reached.

Under each manipulation (first- and second-hand luxury), participants responded to the identical ten context-specific questions measuring several dependent variables. After these 20 questions, a control test on context, general social concerns, and second-hand luxury shopping tendencies was performed. In other words, worries about potential issues that could amplify social concerns were evaluated in order to adjust their influence on the study. Lastly, a demographic study was carried.

#### **4.2.3 Design**

According to the purchase channel and product category, the experimental design was a mixed design that examined the effects of various stimuli on the dependent variables. Thus, this states that four conditions were tested in a 2 (Channel: Online vs In-store) x 2 (Luxury product category: First vs Second luxury hand) design, with a random sequence order for each participant. Hence, a participant would only reply within a particular environment (between-subjects design), either online or in-store, and would answer both luxury product categories (within-subjects design). However, the questionnaire would reveal either first-hand luxury followed by second-hand, or the opposite, second-hand luxury led by first-hand. This design was adopted to avoid the impact that the sequence of presentation might have on participants' replies and to more easily understand how the dependent variables would respond to different scenarios.

## 5. Analysis and Results

### 5.1 Pre-study

One of the aims of the pre-study was to determine the participants' preferences for the best-selling luxury handbags. The descriptive statistics below offer an illustrative picture of the handbags with the greatest likelihood of purchase.

*Table 4 – Descriptive Statistics on “Purchase Intention”*

	N	Mean	Std. Deviation
Chanel Timeless Leather Bag	42	5,33	1,541
Prada Re-Edition 2005 Nylon Mini Bag	42	5,05	2,012
Louis Vuitton Neverfull GM Bag	42	4,00	2,000
Burberry Medium Leather TB Bag	42	4,67	1,748
Balenciaga Hourglass Bag	42	4,07	1,688
Gucci Jackie 1961 Leather Bag	42	4,05	1,766
Christian Dior Saddle Bag	42	4,60	2,187
Fendi Baguette Leather Bag	42	3,95	1,816
Jaquemus Le Chiquito Mini Bag	42	3,37	2,009
Stella McCartney Mini Falabella Bag	42	2,66	1,755
Hermès Birkin Bag	42	4,20	1,990

The most significant findings of the Pairwise Comparisons are shown below, and the likability averages are identical in all three cases:

*Table 5 – Pairwise Comparisons “Likelihood”*

<b>Measure: Likelihood</b>				
<b>(I) Brand</b>	<b>(J) Brand</b>	<b>Mean Difference (I-J)</b>	<b>Std. Error</b>	<b>Sig. <sup>b</sup></b>
Chanel	Prada	0,268	0,326	0,415
Burberry	Dior	0,073	0,360	0,840
Balenciaga	Gucci	0,000	0,312	1,000

Chanel and Prada handbags emerge as the most suitable choice for the research since they have the highest levels of preference. This is shown in the plot of the estimated marginal means below:

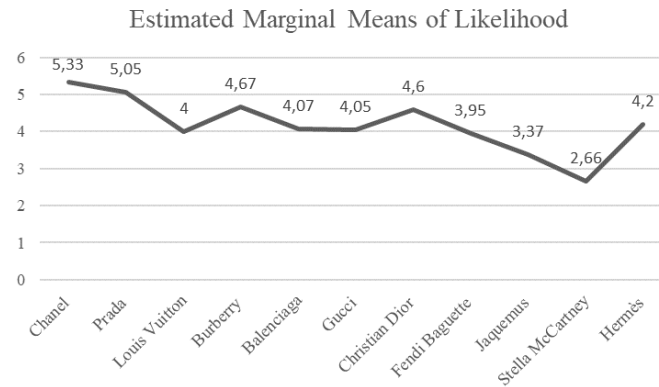


Figure 3 – Estimated Marginal Means of “Likelihood”

A T-test was performed to analyze the representativeness of the Chanel and Prada brands within the luxury category, revealing that these brands are similar across this parameter ( $p = .173 > .05$ ).

Table 6 – Paired Sample T-test on the “Representativeness”

	Mean	N	Std. Deviation
Chanel Representativeness	6,67	42	0,754
Prada Representativeness	6,48	42	0,917

In order to make preliminary findings regarding luxury shopping according to the channel, a series of indicators were taken for this pilot study. Firstly, regarding Willingness to Purchase, differences between FH and SH in Physical setting are observed ( $t(1) = 1.958, p = .029$ ), while for the Online scenario these are not perceived ( $t(1) = 1.211, p = .116$ ). Also, for Likelihood to Purchase, FH In-Store leads to higher levels of this variable in comparison to SH ( $t(1) = 1.858, p = .035$ ), whereas in the Online environment no differences among the nature of the product are perceptible ( $t(1) = 1.112, p = .136$ ). On the other hand, the T-test performed for the Social Concerns showed significant differences between product category for both In-Store ( $t(1) = -1.997, p = .026$ ) and Online ( $t(1) = -3.033, p = .002$ ) scenarios. The means and standard deviations are shown in Table 7.

Table 7 – Descriptive Statistics

	Online		In-store	
	1 <sup>st</sup> Luxury	2 <sup>nd</sup> Luxury	1 <sup>st</sup> Luxury	2 <sup>nd</sup> Luxury
“Willingness to purchase”	4,29 (SD=2,06)	3,67 (SD=2,01)	5,45 (SD=1,77)	4,64 (SD=1,94)
“Likelihood to purchase”	3,73 (SD=2,12)	3,24 (SD=1,79)	4,83 (SD=2,01)	4,12 (SD=2,05)
“Social concerns”	1,76 (SD=1,56)	2,32 (SD=1,89)	2,24 (SD=1,85)	2,80 (SD=2,24)

## 5.2 Main Study

### 5.2.1 Reliability and validity of the measures

The first step in assessing the quality of the model was to conduct an analysis to ascertain whether the measurements and constructs of the proposed model fulfilled the criteria for reliability and validity. In order to quantify the required variables, multi-item questions were used throughout this research. Therefore, it is vital to check their reliability to ensure accurate results, considering the number of items to be studied, thus for 3 or more items Cronbach’s alpha analysis should be produced, while for 2 or fewer items Pearson’s correlation analysis should be performed (Ahlgren et al., 2003). Cronbach’s alpha varied from 0.726 to 0.963, which is over the established minimum of 0.7 (Hair et al., 1998), showing the construct’s good reliability. The investigation revealed that all items taken were consistent, as illustrated in Tables 4 through 13.

Table 8 - Reliability Analysis on “Behavior Intention”

Correlations	
Pearson Correlation	Sig. (2-tailed) or p-value
0,840	0,000 < 0.01

Table 9 – Reliability Analysis on “Attitude”

Reliability Statistics	
Cronbach’s Alph	Number of items
0,882 > 0,700	4

Table 10 – Reliability Analysis on “Emotional Value”

Reliability Statistics	
Cronbach’s Alph	Number of items
0,865 > 0,700	3

Table 11 – Reliability Analysis on “Perceived Value”

Reliability Statistics	
Cronbach’s Alph	Number of items
0,841 > 0,700	3

Table 12 – Reliability Analysis on “Social Concerns”

Correlations	
Pearson Correlation	Sig. (2-tailed) or p-value
0,859	0,000 < 0.01

Table 13 – Reliability Analysis on “Social Status”

Reliability Statistics	
Cronbach’s Alph	Number of items
0,963 > 0,700	4

Table 14 – Reliability Analysis on “Social Power”

Reliability Statistics	
Cronbach’s Alph	Number of items
0,942 > 0,700	4

Table 15 – Reliability Analysis on “Self-Expression”

Reliability Statistics	
Cronbach’s Alph	Number of items
0,726 > 0,700	4

Table 16 – Reliability Analysis on “Self-Expression”

Reliability Statistics	
Cronbach’s Alph	Number of items
0,907 > 0,700	3

Table 17 – Reliability Analysis on “Social Norms”

Reliability Statistics	
Cronbach’s Alph	Number of items
0,955 > 0,700	6

### 5.2.2 Sampling Characterization

In order to draw the major findings about the sample, respondents were requested to provide demographic information, including their gender, age, native language, and income (see Appendix 3). The demographic profile of the sample reveals a larger proportion of female participants (77.9%), which was predicted given that women are often more fashion-oriented than males.

Regarding age, the 232 participants' average age is 30.20 years ( $SD = 11,002$ ), ranging from 18 to 68 years old. Hence, 61.1% of respondents were born between 1997 and 2012 (Generation Z), followed by Millennials (participants born between 1981 and 1996) with 23.6% and Generation X (respondents born between 1965 and 1980) with 15.3%.

Regarding income, the majority of participants reported a gross monthly income between 1001€ and 2000€ (33.8%), which is consistent with the typical income levels in Portugal (Pordata, 2022). As for the remaining participants, 12.9% had an income between 706€ and 1000€, while 14.7% had an income below 705€. Moreover, 25.6% of respondents reported incomes of at least 2000€.

These results were anticipated given that 91.8% of the sample is representative of the Portuguese population, highlighting the relatively low-income level that may have influenced the findings. Although instructed not to have financial concerns since one is dealing with luxury, it may affect the ease of placement in that specific atmosphere.

### 5.2.3 Controls

On the control variable "Subjective Norms," there were no significant differences between "Online" ( $M = 2,67$ ,  $SD = 1,72$ ) and "In-store" ( $M = 2,74$ ,  $SD = 1,79$ ) groups ( $t(2) = -0.323$ ,  $p = .803$ ). This demonstrates that a tendency to comply with subjective norms do not play a role in the relationship between the independent variable and the primary dependent variables.

### 5.2.4 Main Results

As soon as the validity and reliability of the measurement model had been validated, SPSS was adopted to test the hypotheses.

**H1.** First-hand luxury leads to higher levels of Purchase Intention compared to second-hand luxury, but this tendency is reduced in online shopping contexts.

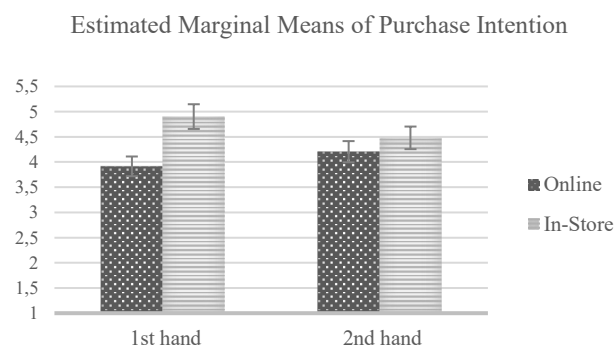
In order to draw appropriate conclusions regarding **H1**, a 2 Channel x 2 Product Category ANOVA was conducted to explore Purchase Intention, which revealed a significant effect of Channel ( $F(1, 231) = 10.866, p = .001$ ), suggesting that In-Store drives higher levels of Purchase Intention ( $M_{\text{offline}} = 4.691, SE = 0.132$ ) than Online ( $M_{\text{online}} = 4.059, SE = 0.139$ ). On the other hand, there is no evidence that Product Category plays a crucial role in consumers' Purchase Intention ( $M_{\text{first-hand luxury}} = 4.408, SE_{\text{first-hand luxury}} = 0.121; M_{\text{second-hand luxury}} = 4.342, SE_{\text{second-hand luxury}} = 0.123; F(1, 231) = 0.189, p = .664$ ). Importantly, the interaction between shopping channel and the FH nature of the product ( $F(1, 231) = 5.594, p = .019$ ) is highlighted as significant.

Table 18 – Repeated Measures ANOVA “Purchase Intention”

Descriptive Statistics “Purchase Intention”				
	Channel	Mean	Std. Deviation	N
<b>First-hand</b>	Online	3,914	1,8070	110
	Offline	4,902	1,8715	122
	Total	4,433	1,9026	232
<b>Second-hand</b>	Online	4,205	1,8390	110
	Offline	4,480	1,8910	122
	Total	4,349	1,8676	232

Test of Subjects Effects		
Source	F	P-value
<b>Channel (Between)</b>	10,866	0,001
<b>Product Category (Within)</b>	0,189	0,664
<b>Channel *Product Category</b>	5,594	0,019

Figure 4 – Overall Purchase Intention according to Product Category and Purchase Channel



Indeed, the interaction of the Independent Variables' reveals that the gap between Online and In-Store environment is stronger for new luxury products than for pre-owned. Thus, a T-test was conducted to further explore the link between Product Category and Purchase Intention. As expected by **H1**, the FH luxury In-Store led to higher levels of Purchase Intention than SH ( $p = .031$ ). However, for the Online context, this preference for new collection disappears ( $M_{\text{first-hand luxury\_online}} = 3.914$ ,  $SD_{\text{first-hand luxury\_online}} = 1.807$ ;  $M_{\text{second-hand luxury\_online}} = 4.205$ ,  $SD_{\text{second-hand luxury\_online}} = 1.839$ ;  $t(1) = -1.478$ ,  $p = .142 > .05$ ).

Table 19 – Paired Sample T-test on “Purchase Intention” under the In-Store context

Paired Samples Statistics			Paired Sample Test	
	Mean	Std.Deviation	T	P-value (p)
<b>1<sup>st</sup> hand (Purchase Intention)</b>	4,902	1,876	1,880	0,031
<b>2<sup>nd</sup> hand (Purchase Intention)</b>	4,480	1,891		

**H2.** The luxury shopping experience generates more positive Attitudes when offline than online.

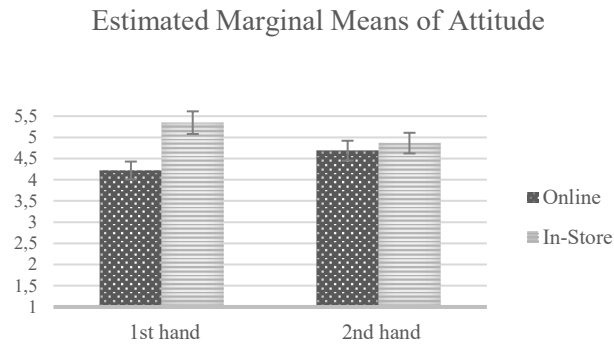
Next, the **H2** was tested. Channel takes a vital place in this regard ( $F(1, 231) = 13.794$ ,  $p < .001$ ) denoting that the In-store generates more positive Attitudes ( $M_{\text{offline}} = 5.106$ ,  $SE = 1.61$ ) than Online ( $M_{\text{online}} = 4.452$ ,  $SE = 0.128$ ), as expected. Alongside this, a significant interaction between FH luxury nature and Channel is evidenced ( $F(1, 231) = 13.284$ ,  $p < .001$ ).

Table 20 – Repeated Measures ANOVA “Attitude”

Descriptive Statistics “Attitude”				
	Channel	Mean	Std. Deviation	N
<b>First-hand</b>	Online	4,2182	1,66422	110
	Offline	5,3463	1,61074	122
	Total	4,8114	1,72759	232
<b>Second-hand</b>	Online	4,6864	1,57002	110
	Offline	4,8648	1,79622	122
	Total	4,7802	1,69148	232

Test of Subjects Effects		
Source	F	P-value
<b>Channel (Between)</b>	13,794	< 0,001
<b>Product Category (Within)</b>	0,003	0,959
<b>Channel *Product Category</b>	13,284	< 0,001

Figure 5 - Overall Attitude according to Product Category and Purchase Channel



To deeper analyze the interaction between Channels, an Independent Sample T-test was undertaken. As predicted, the FH luxury Online prompted significantly lower levels of Attitude. The gap between the settings is significant for FH luxury ( $p < .001$ ), but is not relevant for SH ( $M_{\text{second-hand luxury\_online}} = 4.686$ ,  $SD_{\text{second-hand luxury\_online}} = 1.57$ ;  $M_{\text{second-hand luxury\_offline}} = 4.865$ ,  $SD_{\text{second-hand luxury\_offline}} = 1.796$ ,  $t(2) = -0.807$ ,  $p = .212$ ). In a nutshell, the difference between the purchasing contexts is greatest in the FH scenario.

Table 21 – Independent Sample T-test on “Attitude” under the FH context

Group Statistics			
	Channel	Mean	Std.Deviation
“Attitude” 1 <sup>st</sup> hand luxury	Online	4,218	1,664
	Offline	5,346	1,458

T-test for Equality of Means		
	T	P-value (p)
Equal variances assumed (Attitude)	- 5,244	< 0,001

**H3.** First-hand luxury leads to lower levels of Emotional Value than second-hand luxury products when in offline shopping contexts, but not in online contexts.

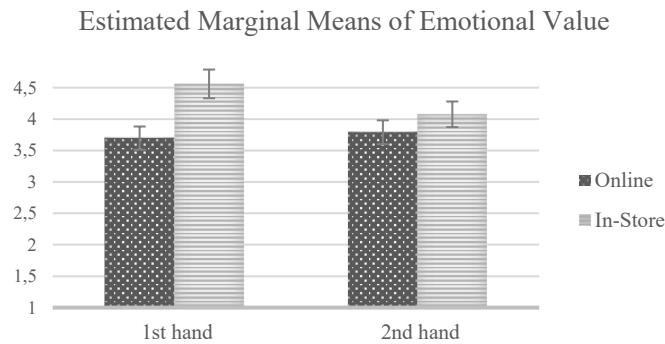
Regarding Purchasing Drivers, Emotional Value should be addressed. In order to reach proper conclusions about **H3**, a 2 Channel x 2 Product Category ANOVA was attempted, which revealed marginally greater levels of Emotional Value in FH luxury, thus driving the rejection of **H3** ( $M_{\text{first-hand luxury}} = 4.129$ ,  $SE_{\text{first-hand luxury}} = 0.111$ ;  $M_{\text{second-hand luxury}} = 3.934$ ,  $SE_{\text{second-hand luxury}} = 0.110$ ;  $F(1, 231) = 2.833$ ,  $p = .094 < .1$ ). Besides, Channel also proved to be significant ( $F(1, 231) = 9.405$ ;  $p = .002$ ), indicating that In-store generates higher emotional feelings, particularly emphasized in the interaction between FH and Channel ( $F(1, 231) = 6,223$ ,  $p = .013$ ).

Table 22 -Repeated Measures ANOVA “Emotional Value”

Descriptive Statistics “Emotional Value”				
	Channel	Mean	Std. Deviation	N
<b>First-hand</b>	Online	3,697	1,597	110
	Offline	4,560	1,756	122
	Total	4,151	1,733	232
<b>Second-hand</b>	Online	3,791	1,790	110
	Offline	4,077	1,547	122
	Total	3,941	1,669	232

Test of Subjects Effects		
Source	F	P-value
<b>Channel (Between)</b>	9,405	0,002
<b>Product Category (Within)</b>	2,833	0,094
<b>Channel *Product Category</b>	6,223	0,013

Figure 6 – Overall Emotion Value according to Product Category and Purchase Channel



Alongside this, to achieve a more detailed picture of the association between the two Independent Variables, a T-test was applied. Indeed, FH In-Store revealed significantly stronger levels of Emotional Value than SH luxury ( $p = .003$ ). Nonetheless, as expected by the second prediction implicit in **H3**, online condition demonstrates no significant differences once again ( $M_{\text{first-hand luxury\_online}} = 3.697$ ,  $SD_{\text{first-hand luxury\_online}} = 1.597$ ;  $M_{\text{second-hand luxury\_online}} = 3.791$ ,  $SD_{\text{second-hand luxury\_online}} = 1.790$ ;  $t(1) = -.631$ ,  $p = .265 > .05$ ).

Table 23 – Paired Sample T-test on “Emotional Value” under the In-Store context

Paired Samples Statistics				Paired Sample Test
	Mean	Std.Deviation	T	P-value ( $p$ )
<b>1<sup>st</sup> hand (Emotional Value)</b>	4,560	1,756	2,779	0,003
<b>2<sup>nd</sup> hand (Emotional Value)</b>	4,076	1,547		

**H4.** First-hand luxury leads to higher levels of Perceived Value compared to second-hand luxury, regardless of the purchase channel.

The same method was conducted to gauge whether Perceived Value relies on the luxury category, and if so, how. As postulated by **H4**, an analysis outlined the significance of Product Category ( $F(1, 231) = 68.526, p < .001$ ) stating that FH luxury has a higher Perceived Value ( $M_{\text{first-hand luxury}} = 5.949, SE = 0.091$ ) than SH ( $M_{\text{second-hand luxury}} = 4.660, SE = 0.097$ ). Further, a significant main effect of Channel was also revealed indicating that In-Store is highly perceived compared to Online ( $F(1, 231) = 11.444, p < .001$ ).

Table 24 – Repeated Measures ANOVA “Perceived Value”

Descriptive Statistics “Perceived Value”				
	Channel	Mean	Std. Deviation	N
<b>First-hand</b>	Online	5,248	1,493	110
	Offline	5,740	1,282	122
	Total	5,507	1,405	232
<b>Second-hand</b>	Online	4,369	1,523	110
	Offline	4,951	1,422	122
	Total	3,941	1,496	232

Test of Subjects Effects		
Source	F	P-value
<b>Channel (Between)</b>	11,444	< 0,001
<b>Product Category (Within)</b>	68,526	< 0,001
<b>Channel *Product Category</b>	0,196	0,659

As anticipated, a T-test showed that FH luxury led to greater levels of Perceived Value than SH in both circumstances. Thus, either the Online or Offline scenario revealed a p-value of .001, demonstrating a significant preference for FH luxury.

Table 25 – Paired Sample T-test on “Perceived Value” under the Online context

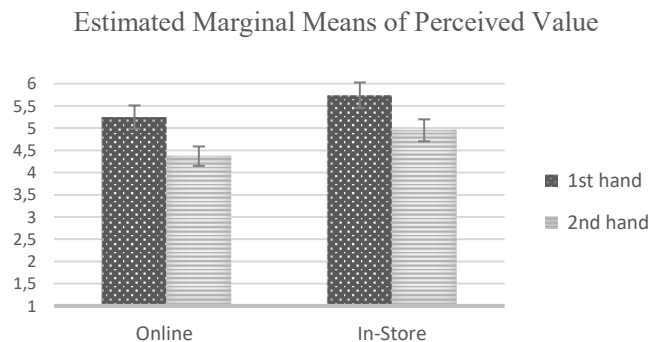
	Paired Samples Statistics			Paired Sample Test
	Mean	Std.Deviation	T	P-value (p)
<b>1<sup>st</sup> hand (Perceived Value)</b>	5.248	1.493	6,084	< 0,001
<b>2<sup>nd</sup> hand (Perceived Value)</b>	4,369	1,523		

Table 26 – Paired Sample T-test on “Perceived Value” under the In-Store context

Paired Samples Statistics			Paired Sample Test	
	Mean	Std.Deviation	T	P-value (p)
1 <sup>st</sup> hand (Perceived Value)	5.740	1,282	5,631	< 0,001
2 <sup>nd</sup> hand (Perceived Value)	4.951	1,422		

To sum up, the gap in Perceived Value within Channels is substantial when comparing the two kinds of items, as the graph below demonstrates:

Figure 7 – Overall Perceived Value according to Product Category and Purchase Channel



Concerning the social element intrinsic to luxury consumption, the following issues were investigated.

**H5.** Second-hand luxury leads to higher Social Concerns than first-hand luxury products, but this tendency is reduced in online.

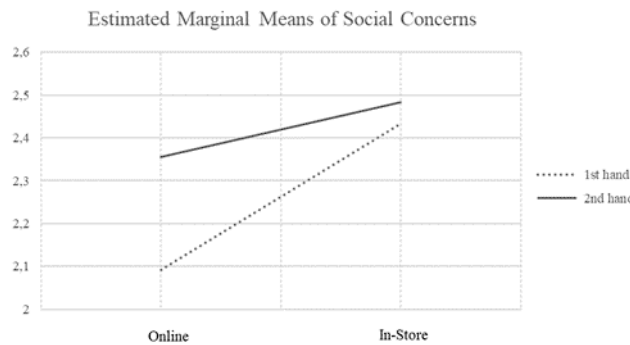
First of all, a 2 Channel x 2 Product Category ANOVA was conducted, and the data refute the proposed hypothesis **H5**, as there are no significant variations of Social Concerns according to the Purchase Channel. The analysis of statistics data points out that, the level of Social Concerns is stronger in person, although non-significantly ( $p = .196 > .05$ ). However, this difference looks significant for FH luxury (but not for the SH).

Table 27 – Repeated Measures ANOVA “Social Concerns”

Descriptive Statistics “Social Concerns”				
	Channel	Mean	Std. Deviation	N
<b>First-hand</b>	Online	2,091	1,237	110
	Offline	2,434	1,539	122
	Total	2,272	1,468	232
<b>Second-hand</b>	Online	2,355	1,603	110
	Offline	2,484	1,882	122
	Total	2,422	1,753	232

Test of Subjects Effects		
Source	F	P-value
Channel (Between)	1,683	0,196
Product Category (Within)	2,055	0,153
Channel *Product Category	0,966	0,327

Figure 8 – Overall Social Concerns according to Product Category and Purchase Channel



Hence, a T-test proved that FH In-Store led to significantly stronger levels of Social Concerns than the Online setting ( $p = .038$ ). In addition, Socials Concerns in the online setting are significantly higher for SH ( $M_{\text{second-hand luxury\_online}} = 2.355$ ,  $SD_{\text{second-hand luxury\_online}}=1.603$ ;  $t(1) = 1.862$ ,  $p = .033$ ) than for FH ( $M_{\text{first-hand luxury\_online}} = 2.091$ ,  $SD_{\text{first-hand luxury\_online}}=1.370$ ), contrary to the assumption that this difference would not be noticeable.

Table 28 – Independent Sample T-test on “Social Concerns” under the FH context

Group Statistics			
	Channel	Mean	Std.Deviation
“Social Concerns” 1 <sup>st</sup> hand luxury	Online	2,091	1,37
	Offline	2,434	1,54

T-test for Equality of Means		
	T	P-value (p)
Equal variances assumed (Social Concerns)	- 1,788	0,038

**H6.** First-hand luxury leads to higher levels of Perceived Social Status than second-hand luxury products when in offline shopping contexts, but not in online shopping contexts.

Next, Social Status was examined through a 2 Channel x 2 Product Category ANOVA, which validated the hypothesized **H6** when testing marginal differences across Product Category ( $F(1, 231) = 13.968, p = <.001$ ). This shown that FH ( $M_{\text{first-hand luxury}} = 3,087, SE = 0,138$ ) promotes a superior Status level comparing to SH ( $M_{\text{second-hand luxury}} = 2,789, SE = 0,112$ ). In contrast, discrepancies in Channel measurement for this metric are not statistically detectable ( $p = .786$ ). In addition, there is a significant interaction between Product Category and Channel, indicating that FH In-Store leads to higher Social Status in comparison to SH ( $F(1, 231) = 4.102, p = .044$ ).

Table 29 – Repeated Measures ANOVA “Perceived Social Status”

Descriptive Statistics “Perceived Social Status”				
	Channel	Mean	Std. Deviation	N
<b>First-hand</b>	Online	3,0386	2,0763	110
	Offline	3,135	2,113	122
	Total	3,0894	2,0916	232
<b>Second-hand</b>	Online	2,9023	1,886	110
	Offline	2,6772	1,535	122
	Total	2,783	1,710	232

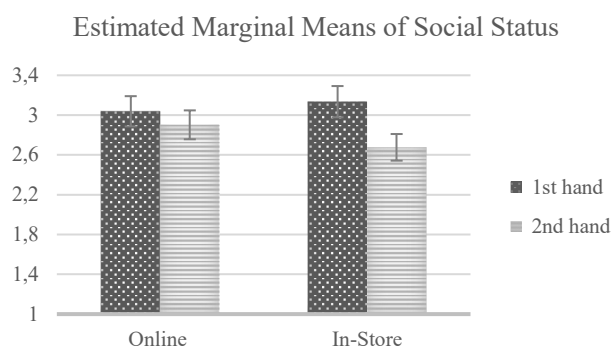
Test of Subjects Effects		
Source	F	P-value
<b>Channel (Between)</b>	0,074	0,786
<b>Product Category (Within)</b>	13,968	< 0,001
<b>Channel *Product Category</b>	4,102	0,044

To get a deeper insight, a T-test was accomplished under In-Store condition, reinforcing a substantial Product Category’s effect. As expected by **H6**, the FH In-Store led to higher levels of Social Status than SH ( $p = <.001$ ). Regarding Online, this gap is unnoticed ( $M_{\text{first-hand luxury\_online}} = 3.039, SD_{\text{first-hand luxury\_online}} = 2.076; M_{\text{second-hand luxury\_online}} = 2.902, SD_{\text{second-hand luxury\_online}} = 1.886; t(1) = 1.375, p = .172 > .05$ ).

Table 30 -Paired Sample T-test on “Perceived Social Status” under the In-Store context

Paired Samples Statistics			Paired Sample Test	
	Mean	Std.Deviation	T	P-value (p)
<b>1<sup>st</sup> hand (Social Status)</b>	3,135	2,113	3,763	< 0,001
<b>2<sup>nd</sup> hand (Social Status)</b>	2,676	1,535		

Figure 9 – Overall Social Status according to Product Category and Purchase Channel



**H7.** First-hand luxury leads to higher levels of perceived social power compared to second-hand products, but this tendency is reduced in online shopping contexts.

Thirdly, the Perceived Social Power was explored. A 2 Channel ANOVA x 2 Product Category revealed a dominant effect of Product Category ( $F(1, 231) = 12.503, p < 0.001$ ) showing that FH delivers higher Perceived Social Power ( $M_{\text{first-hand luxury}} = 3.547, SE = 0.132$ ) as compared to SH ( $M_{\text{second-hand luxury}} = 3.268, SE = 0.108$ ), thus proving the formulated **H7**.

Table 31 – Repeated Measures ANOVA “Perceived Social Power”

	Channel	Mean	Std. Deviation	N
<b>First-hand</b>	Online	3,471	1,975	110
	Offline	3,623	2,029	122
	Total	3,551	2,001	232
<b>Second-hand</b>	Online	3,314	1,714	110
	Offline	3,223	1,577	122
	Total	3,266	1,640	232

Test of Subjects Effects		
Source	F	P-value
Channel (Between)	0,019	0,891
Product Category (Within)	12,503	< 0,001
Channel *Product Category	2,380	0,124

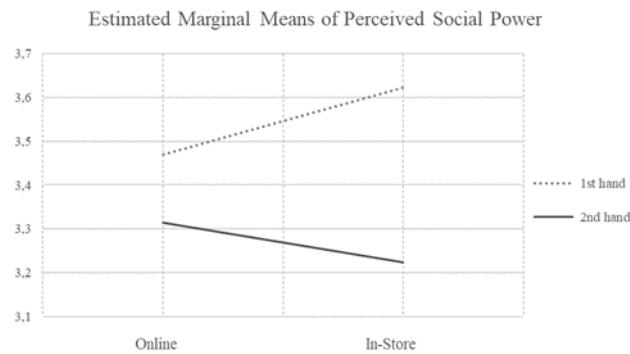
A prominent main effect of FH over SH was spotlighted by a T-test in order to acquire a clear grasp on the In-Store environment ( $p < .001$ ), while for Online it is not marginally

significant ( $M_{\text{first-hand luxury\_online}} = 3.471$ ,  $SD_{\text{first-hand luxury\_online}} = 1.975$ ;  $M_{\text{second-hand luxury\_online}} = 3.314$ ,  $SD_{\text{second-hand luxury\_online}} = 1.714$ ;  $t(1) = 1606$ ,  $p = .111 > .05$ ).

Table 32 - Paired Sample T-test on "Perceived Social Power" under the In-Store context

Paired Samples Statistics			Paired Sample Test	
	Mean	Std.Deviation	T	P-value (p)
1 <sup>st</sup> hand (Social Power)	3,623	2,030	3,310	< 0,001
2 <sup>nd</sup> hand (Social Power)	3,223	1,577		

Figure 10 - Overall Perceived Social Power according to Product Category and Purchase Channel



**H8.** First-hand luxury leads to higher levels of self-esteem compared to second-hand luxury products in offline contexts than in online contexts.

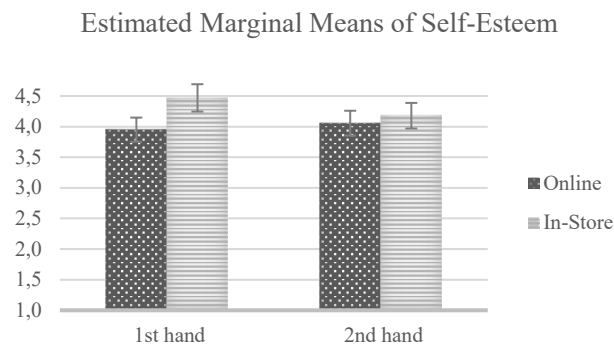
Then, when it comes to Self-Esteem, the differences lie in the Purchase Channel instead of the Product Category. On the one hand, there was no main effect of Product Category ( $p = .275$ ), yet a significant marginal difference on Channel is revealed ( $p = .033$ ). Besides this, the significant interaction between Channel and Product Category shows that this effect is driven by FH products and is absent for the SH ( $p = .019$ ).

Table 33 - Repeated Measures ANOVA "Self-Esteem"

Descriptive Statistics "Self-Esteem"				
	Channel	Mean	Std. Deviation	N
<b>First-hand</b>	Online	3,950	1,297	110
	Offline	4,469	1,337	122
	Total	4,223	1,341	232
<b>Second-hand</b>	Online	4,057	1,239	110
	Offline	4,178	1,322	122
	Total	4,121	1,282	232

Test of Between and Within-Subjects Effects		
Source	F	P-value
Channel (Between)	4,627	0,033
Product Category (Within)	1,197	0,275
Channel *Product Category	5,585	0,019

Figure 11 - Overall Self-Esteem according to Product Category and Purchase Channel



However, as noted by **H8**, there is a clear rise in this metric when it comes to FH In-Store luxury in comparison to SH ( $p = .12$ ). Meanwhile, online condition demonstrates no significant differences once again ( $M_{\text{second-hand luxury\_online}} = 3.950$ ,  $SD_{\text{second-hand luxury\_online}} = 1.297$ ;  $M_{\text{second-hand luxury\_offline}} = 4.057$ ,  $SD_{\text{second-hand luxury\_offline}} = 1.239$ ,  $t(1) = -.991$ ,  $p = .324$ )

Table 34 - Paired Sample T-test on "Self-Esteem" under the In-Store context

Paired Samples Statistics				Paired Sample Test	
	Mean	Std.Deviation	T	P-value ( $p$ )	
1 <sup>st</sup> hand (Self-Esteem)	4,469	1,337	2,294	0,012	
2 <sup>nd</sup> hand (Self-Esteem)	4,178	1,322			

**H9.** Second-hand luxury leads to higher Self-Expression than first-hand luxury products, but this tendency is reduced in online shopping contexts.

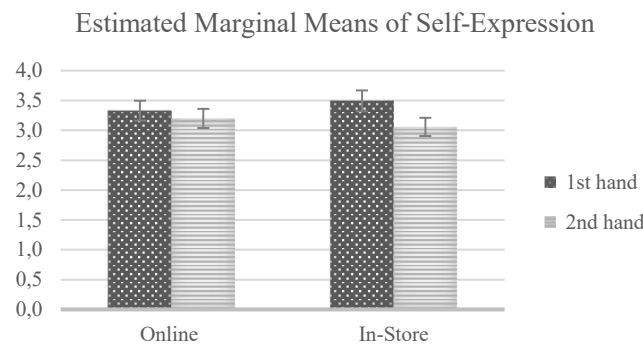
To finalize, the outcome of Self-Expression, when performing 2 Channel ANOVA x 2 Product Category, was not as expected by **H9**. Despite a significant effect of Product Category on this component ( $F(1, 231) = 8.029$ ,  $p = .005$ ), findings proved to be inverse, stating that FH luxury promotes higher Self-Expression ( $M_{\text{first-hand luxury}} = 3.412$ ,  $SE = 0.127$ ), than SH luxury ( $M_{\text{second-hand luxury}} = 3.129$ ,  $SE = 0.115$ ).

Table 35 - Repeated Measures ANOVA "Self-Expression"

Descriptive Statistics "Self-Expression"				
	Channel	Mean	Std. Deviation	N
<b>First-hand</b>	Online	3,330	1,878	110
	Offline	3,495	1,971	122
	Total	3,417	1,925	232
<b>Second-hand</b>	Online	3,200	1,887	110
	Offline	3,057	1,624	122
	Total	3,125	1,751	232

Test of Subjects Effects		
Source	F	P-value
<b>Channel (Between)</b>	0,002	0,961
<b>Product Category (Within)</b>	8,029	0,005
<b>Channel *Product Category</b>	2,348	0,127

Figure 12 - Overall Self-Expression according to Product Category and Purchase Channel



By performing a T-test, a significant main effect of Product Category was emphasized in the In-Store scenario, uncovering higher values for FH over SH in this context ( $p = .002$ ). Nonetheless, similar to the other parameters, Online differences are not observed. ( $M_{\text{second-hand luxury\_online}} = 3.330$ ,  $SD_{\text{second-hand luxury\_online}} = 1.877$ ;  $M_{\text{second-hand luxury\_offline}} = 3.200$ ,  $SD_{\text{second-hand luxury\_offline}} = 1.887$ ,  $t(1) = .958$ ,  $p = .340$ ).

Table 36 - Paired Sample T-test on "Self-Expression" under the In-Store context

Paired Samples Statistics				Paired Sample Test
	Mean	Std.Deviation	T	P-value ( $p$ )
<b>1<sup>st</sup> hand (Self-Expression)</b>	3,495	1,971	3,009	0,002
<b>2<sup>nd</sup> hand (Self-Expression)</b>	3,057	1,624		

## 6. Discussion

In order to explore the contrasts between online and offline consumption of first- and second-hand luxury, the two studies undertaken provide relevant data.

The pre-study provided a broader picture of how all these luxury shopping scenarios are perceived, shedding light on the pair of handbags that best suits the research, while suggesting that the distinctions between FH and SH luxury are noticed in the in-store environment, but are not discernible while purchasing online. Social Concerns, on the other hand, were significantly higher for SH consumption across all purchasing scenarios in the preliminary study.

While some are attracted by luxury for its utility and quality, others perceive it as showy and ostentatious. Public and visible luxury consumption patterns have immense managerial and theoretical relevance (Kastanakis & Balabanis, 2014). The collected data enable us to identify the social phenomena that luxury consumption embodies, based on the distinctions between anonymous (online) and public purchasing (offline), especially when considering new luxury collection over second-hand luxury.

Moving on to the main survey, regarding participants' attitude and subsequent purchasing behavior towards multiple types of luxury, product category was not the most influential factor, but rather preference for FH In-Store luxury over SH In-Store. A potential reason might be that online shoppers are more reluctant to pay for luxury items since they are so expensive, thus the preference for In-Store examination. This distinction does not apply for second-hand items, since the goods are generally less priced, hence reducing online mistrust. On the other hand, perceived value was greater for new collection, however it was not shown, as stated by several research, that second-hand luxury had a stronger emotional appeal (Lou et al., 2022; Turunen and Pöyry, 2019).

TPB gives a shallow analysis that lacks motivational depth and fails to represent how individuals perceive information. Subjective norms are a multistage variable that influences both Perceived Value and Purchase Behavior. In other words, it determines the social value as well as cognitive and emotional responses to a product. If there are unfavorable subjective norms associated with the consumption of SHLF, the overall value will be compromised.

Audiences should be more easily driven offline than online to conform to Social Norms. In contrast to SH luxury, where variations across channels were rarely recognized, the results revealed that all FH measures had stronger In-Store values. However, since SH generates a negative effect arising from the social nature element articulated to luxury, this is attenuated in online settings due to the absence of social display.

Participants showed no significant preference for offline versus online SHLF, in contrast to the stated assumptions. Regarding Self-Esteem and Social Status, meanwhile, the findings were greater for online SH consumption. Moreover, SHLF minimizes and foregoes the primary advantages of purchasing luxury items owing to an implicit belief that this social worth is absorbed by the aim of the purchase, since luxury symbolizes an extravagant display of power and social status. Indeed, all other variables in the study are affected in that same direction. For this reason, we proposed that online shopping contexts could mitigate such social value differences between FH and SH luxury products. Thus, we observed that, despite the fact that in-store customers place a larger value on FH than SH due to the social phenomena that luxury entails, these distinctions are not apparent in the online setting.

Regarding psychological elements involving social and private concerns, social status and perceived social power were linked to FH luxury consumption over SH. Alongside this, Self-Esteem evidenced channel distinctions as opposed to product category differences, with In-Store standing out as a favorite. In contrast to expectations, Self-Expression did not reveal major implications for any type of scenario. Concerning Social Concerns, the major difference lies in the new collection, which shows a significant increase in-store. For SH, despite having higher levels across both scenarios, there are no perceptible differences among channels.

All in all, based on the collected data, the primary conclusion is that, despite the fact that in-store differences between purchasing new and pre-owned luxury items are significant, favoring the new collection, when it comes to online shopping, such differences are diminished and become largely irrelevant. In fact, this conclusion emphasizes the social phenomena connected to luxury shopping, since the customer is only able to flaunt and display power when acquiring luxury goods in person.

## 7. Theoretical and Managerial Implications

This thesis brings theoretical contributions to the study of first-hand versus second-hand luxury consumption by extending previous research on dissimilarities in consumer behavior across different purchase channels.

This research provides managers, retailers, and second-hand luxury fashion enterprises with a better awareness of the rising market trend in the SHLF. These studies demonstrate real-world views and responses to luxury, shedding light on some of the factors that might contribute to the rise of this new era.

Indeed, the emphasis is placed on the motivational reasons behind this social phenomenon. Although acceptance for this type of consumption is growing (Lou et al., 2022; Stolz, 2022; Turunen and Poyry, 2019), there are still a plethora of social and individual hurdles preventing the concept from being adopted.

Luxury consumers' ego and self-expression are reinforced by their pursuit of status and display of power. Therefore, in order to mitigate concerns, following the footsteps of the *Vestiaire Collective* website, SH managers should embrace the concept of community as a means of recalling individuals of the presence of standards and conventions, which facilitates the discovery of pre-loved treasures (Turunen & Leipamaa-Leskinen, 2015). Such a strategy might further enhance the hedonistic, exclusive, and nostalgic qualities that these pieces entail.

Moreover, luxury brands should explore the product life cycle and capitalize on this chance to develop their businesses (Beauloye, 2022). Rather than compete with SH, luxury brands could collaborate with it. In this sense, they would also benefit from the qualities of luxury, such as timelessness, rarity, and uniqueness, that are well suited to the secondary market.

Significant inferences can be derived from the evidence that social value has a detrimental effect on attitudes towards SHLF consumption. SH luxury retailers must improve the aesthetics of their brands and merchandise and demonstrate to customers that the goods are also desirable and embraced by the community.

In the luxury FH industry, online shopping is not yet widely embraced. This is justified not only by the high cost of purchasing the new collection, which necessitates a physical

verification, but also by the opulent and pleasurable atmosphere with courteous service offered in luxury shops. Furthermore, based on the data acquired, it is possible to underestimate the issue of trust on online platforms, since no major disparities between first- and second-hand online are detected. This emphasizes the argument that in the online environment, social concerns are overlooked since the contrasts between product categories were just discernible when consumers are in-store.

Indeed, it is stated that luxury consumption stems from a social phenomenon, with stigma of online SH purchasing still dominating. Since this stigma is no longer present in the online context, the emphasis on online platforms for the further development of this trend reveals to be a competitive advantage. Studies suggest that online luxury shoppers trust online ratings, so luxury stores, especially second-hand ones, should build online forums into their websites and encourage previous buyers to publish product and service reviews (Liu et al., 2013). To address all customer pain points and translate intent into action, an omni-channel experience is crucial.

## **8. Limitations and Future Research**

As with any academic study, this thesis also includes some limitations that should be highlighted. Firstly, online survey methods have some inherent drawbacks, such as a potential inability to reach all populations due to the reliance on electronic devices that may be out of reach for some respondents. It is also worth noting the prospect of increased bias as a result of the survey's inability to account for queries that may be created in the course of the process, to limit repeat response submissions, and to catch potential server failures that could threaten the integrity of the survey, causing the loss of results (Nayak and Narayan, 2019).

Besides, there is always a lack of control over the honesty, motivation, and surroundings of the participants, which may impact the overall conclusions. To overcome this constraint, some additional research could be conducted, incorporating a qualitative approach to data collection. The size of the study's sample is the next restriction that might be mentioned. It should be increased for enhanced and more precise findings. In order to validate the outcomes, this research needs to be replicated with a larger sample size and even more diverse participant panels. Furthermore, the sample used was comprised mostly of Portuguese individuals, culminating in cultural bias.

The third constraint relates to the fact that only products from the fashion domain, namely accessories, were evaluated. For this reason, it is advised that more investigation be carried out to assess the relevance of the current results to other categories.

Beyond that, the introduction of ladies' handbags may compromise the male public's ability to picture themselves in the given scenario. Meanwhile, attempts were taken to minimize this limitation by instructing participants not to be concerned about potential financial limits and to imagine themselves buying items for themselves or as gifts. Also, the selection of purses might be a limiting issue, which we sought to regulate adopting the findings of the preliminary research.

Besides this, a potential interpretation of the results in terms of overall low online trust is a potential limitation since there were no questions addressing online versus offline purchasing trust. However, a counterargument to this restriction may be that second-hand items should also have been affected by this potential lack of online trust (which is not the case), since price restrictions would not be a barrier, as previously reported, thus preserving any differences between the two product categories across purchase channels. Therefore, even despite the absence of control, this lack of trust should not explain the observed disparities.

In addition, the focus of this study was to assess purchase intent rather than actual behavior. Future study might scrutinize the actual purchasing behavior of customers to bridge the value-action gap, as well as address potential psychographic elements to better comprehend the ramifications of bandwagon and snob luxury consumption.

How the Future looks like? Millennials and Gen Z must be closely monitored since they are the current market setters. Hence, Gen Z - the first generation of real digital natives - is quite pragmatic and has a strong sense of initiative. They embrace authenticity, since they use shopping as a means of self-expression, so firms must appeal to both their aesthetic and their ideals (Francis & Hoefel, 2022). Consumers want to engage products and services anytime, anywhere, as the online and physical worlds merge. Adding on, explore the role of digital influencers in second-hand luxury products may also be pertinent.

Lastly, the survey was only done throughout a limited time frame. Since SHLF is a developing industry and the Online is gaining strength, it would be instructive to

distribute the questionnaire at distinct periods to determine if there are major variances in the questionnaire's predictors and outcomes. In addition, it would be interesting to duplicate the research in other countries, since cultural variations may lead to various reasons and constraints for this sort of consumption.

## **9. Conclusion**

Despite rising attention, academic research on the online luxury and, specially, second-hand market remains rudimentary, and there is scant material on how this niche works, purchasing behavior, emotions in this market, and the role of being purchasing luxury online. This study aims to address key gaps, delivering a view into the social and psychologic component that lasts in the realm of luxury, rendering the second-hand market fragile.

The majority of the proposed hypotheses are supported by the findings of this investigation, therefore filling a gap in the literature about the social issues that dominate this industry and the disparities between the online and in-store settings.

Indeed, embracing the proposed Research Question at an early stage, one might infer that luxury new collection is really disempowered by digital and that second-hand, despite getting more and more popular, still has certain ingrained societal and personal boundaries. In addition, the disparities between the nature of a luxury goods in an offline setting and the lack of these characteristics during online purchase are an interesting discovery of the study that contributes to the advancement of research in this field.

To put it in a nutshell, it is expected that the current paper, along with the inputs stated above, will serve as a spark for additional research and so contribute to a better insight of the motivations behind the purchase of second-hand and/or first-hand luxury goods.

## **10.Appendices**

### **Appendix 1: Research Method**

Qualtrics Survey Software was elected to design the online survey, a data collecting application that enables us to design a streamlined questionnaire for respondents and analysts complete with a variety of question kinds, stimuli, and randomization. Additionally, this program is a tool that integrates with SPSS, the statistical software platform on which the data were processed and evaluated.

Multiple social media channels and accounts, such as Facebook, Instagram, LinkedIn, and Reddit, were used to spread the surveys in Portuguese and English. Applying the convenience sampling approach, the sample was selected based on geographical accessibility and respondents' desire and propensity to complete the survey (Dornyei, 2007). In order to prevent biased responses and misinterpretations, the survey was field-tested by five Portuguese respondents to ensure the clarity of its subjects and to rectify any ambiguities. These techniques enabled the gathering of 42 valid replies for the preliminary research and 232 valid responses for the main study.

In conclusion, the versatility and portability of online survey tools make it possible to import data in a wide variety of formats and conduct further analyses, greatly enhancing the quality of studies and their resulting conclusions.



Handbag Likelihood

3. This section will show you some of the best-selling luxury purses. On a scale from 1 "Not likely at all" to 7 "Extremely likely", please judge how likely it would be for you to purchase.

	1	2	3	4	5	6	7	
Not likely at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely likely



1. Chanel Timeless Leather

2. Prada Re-Edition 2005 Nylon Mini Bag

3. Louis Vuitton Neverfull GM Bag

4. Burberry Medium Leather TB Bag



5. Balenciaga Hourglass Bag

6. Gucci Jackie 1961 Leather Bag

7. Christian Dior Saddle Bag

8. Fendi Baguette Leather Bag



9. Jacquemus Le Chiquito Mini Bag

10. Stella McCartney Mini Falabella Bag

11. Hermès Birkin Bag

Representativeness

4. In your opinion, to what extent does this brand represent a luxury brand?

	1	2	3	4	5	6	7	
Does not represent a luxury brand at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally represents a luxury brand

1. Chanel
2. Prada
3. Louis Vuitton
4. Burberry
5. Balenciaga
6. Gucci

7. Christian Dior
8. Fendi
9. Jacquemus
10. Stella McCartney
11. Hermès

General Liking

5. Thinking about the purse you liked the most, how much would you like to have the product, on a scale from 1 "Not at all" to 7 "Totally"?

	1	2	3	4	5	6	7	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally

6. Please consider the following shopping contexts and scenarios and rate how willing to purchase this product you would be.

	1	2	3	4	5	6	7	
Not willing to purchase at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely willing to purchase

- First-hand luxury in-store
- Second-hand luxury in-store
- First-hand luxury online
- Second-hand luxury online

7. Please consider the following shopping contexts and scenarios and rate how likely would it be for you to purchase this product.

- First-hand luxury in-store
- Second-hand luxury in-store
- First-hand luxury online
- Second-hand luxury online

Social Concerns

8. Now, imagine you are faced with the following scenarios and rate how concerned you would be about what others might think of you if you were purchasing this product.

	1	2	3	4	5	6	7	
Not at all concerned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely concerned

- First-hand luxury in-store
- Second-hand luxury in-store
- First-hand luxury online
- Second-hand luxury online

9. Please classify your degree of agreement with the following statements, on a scale from 1 "Completely disagree" to 7 "Completely agree".

	1	2	3	4	5	6	7	
Completely disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely agree

- This luxury product would reflect the kind of person I see myself to be.
- This luxury product would help me communicate my self-identity.
- This luxury product would help me express myself.
- This luxury product would help me define myself.
- This luxury product be a symbol of social status.
- Wearing this luxury product help me fit into important social situations.
- I would like to be seen using this luxury product.
- I would enjoy it if people knew I was wearing this luxury product.

Demographics

- |                            |                         |                      |
|----------------------------|-------------------------|----------------------|
| 10. Gender:                | 11. When were you born? | 12. Native language: |
| -Male                      | -1928-1945              | _____                |
| -Female                    | -1946-1964              |                      |
| -Non-binary / third gender | -1965-1980              |                      |
| -Prefer to self-describe   | -1981-1996              |                      |
| _____                      | -1997-2012              |                      |
| -Prefer not to say         | -After 2012             |                      |

### Appendix 3: Main Survey

#### Welcome Page

Dear participant,

Welcome and thank you for participating in this research. Your help is crucial to complete my thesis!

The present study is conducted in the scope of a research on **Luxury Fashion consumption**. The following survey was developed as part of my Master Thesis at Católica Lisbon SBE, under the supervision of Professor João Niza Braga.

It is essential to note that this survey will take around **6 minutes** to complete and is **anonymous** and **confidential**. Please submit the most truthful and authentic responses possible. There are no right or wrong answers. By voluntarily responding to this survey, you consent to the use and dissemination of your anonymous replies in academic contexts in compliance with the General Data Protection Regulation's (GDPR) norms.

Feel free to contact **s-msmborges@ucp.pt** if you have any questions or are interested in the findings of the study. You can switch the language of the survey from **EN** to **PT** at any time if you wish.

Thank you very much for your time and cooperation!

Marta Borges

#### Context Manipulation

In this section you will be exposed to various luxury products with different characteristics and attributes. Therefore, I kindly ask you to read each instruction carefully in order to tailor your answers and put yourself in the right environment. Please do not worry about possible monetary constraints, just evaluate the product based on how much it means to you.

#### **RANDOMIZATION**

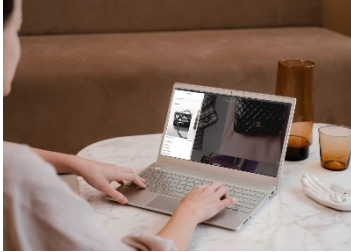
Respondents are directed to one of the two following conditions:

**Online Condition:** First-hand luxury, Second-hand luxury or vice versa

**In-store Condition:** First-hand luxury, Second-hand luxury or vice versa

Manipulation – First-hand Luxury Online

Suppose you are searching for a luxury handbag for yourself or as a gift on the **websites of several luxury brands** from the comfort of your **home**. If you need help illustrating this circumstance, please use the image below.

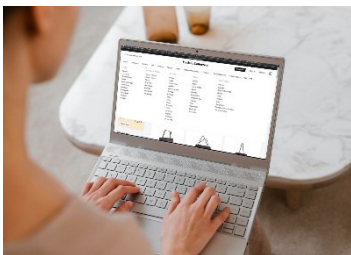


Now, imagine that you found this **Chanel** handbag while searching through the **website** and considered placing the product in your virtual shopping cart. Please take a moment to picture this scenario and answer the questions below.



Manipulation – Second-hand Luxury Online

Imagine you are looking for a luxury handbag, for yourself or for a gift, from the comfort of your own **home** on a **second-hand website** like Vestiaire Collective, Vinted or VideDressing. Use the image below, if you need assistance, to illustrate this scenario.



Now, imagine that you found this **Prada** handbag on the **second-hand platform** and eventually considered adding the luxury item to your virtual shopping cart. Please take a moment to place yourself in this scenario and answer the following questions.



Manipulation – First-hand Luxury In-store

Suppose you are looking for a luxury handbag, for yourself or for a gift, in an **opulent physical store with an exclusive atmosphere**. Use the image below, if necessary, to help you imagine this scenario.



Now, imagine walking into a **luxury boutique** and discover this **Chanel** handbag. Having the product in your possession, you have considered placing it in your shopping basket. Please take a moment to visualize this scenario and answer the questions below.



Manipulation – Second-hand Luxury In-store

Imagine you are searching for a luxury bag for yourself or for a gift, but in a **second-hand luxury boutique**. If necessary, use the illustration below to help you visualize this scenario.



Now, imagine you walked into the **second-hand luxury boutique** and found this **Prada** handbag. Once you have the product in your possession, you have considered adding it to your shopping cart. Please take a moment to visualize this scenario and answer the following questions.



Questions

1. How willing would you be to **purchase** this luxury product **online/in-store**?

	1	2	3	4	5	6	7	
Not at all willing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely willing

2. How willing would you be to **recommend** this **online/in-store** shopping experience to your friends?

	1	2	3	4	5	6	7	
Not recommend at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Totally recommend

3. For me, purchasing this luxury product **online/in-store** is:

Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good
Useless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Beneficial
Worthless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Valuable
Unenjoyable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Enjoyable

4. Please evaluate to what extent the purchase of this new/pre-owned product will trigger the following emotional experiences, on a scale from 1 (Not at all) to 7 (Extremely).

	Not at all	1	2	3	4	5	6	7	Extremely
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"/>	
Love		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

5. On a scale from 1 (Poor) to 7 (Excellent), please rate this new/pre-owned luxury product regarding the following attributes:

	Poor	1	2	3	4	5	6	7	Excellent
Functionality		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Quality		<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"/>	

6. Imagine you are purchasing this new/ second-hand luxury product in this **website/boutique**. Please rate how concerned you would be about the following aspects, on a scale from 1 (Not concerned at all) to 7 (Extremely concerned)

- Concerned about what other people might think of me.
- Concerned about other people judging me on the basis of my consumer decisions.

7. Please classify your degree of agreement with the following statements, on a scale from 1 (Totally disagree) to 7 (Totally agree).

- I would like to use this new/pre-owned luxury product to be appreciated by others.
- I would like to use this luxury brand to impress people.
- I would like to use new/pre-owned luxury products like this one to conform to an affluent lifestyle.
- I would like to use this new/pre-owned luxury product to enhance my status.

8. Identify the degree of agreement or disagreement in relation with each affirmation, on a scale from 1 (Totally disagree) to 7 (Totally agree).
- Wearing this new/pre-owned luxury product would help me fit into important social situations.
  - I would like to be seen wearing this new/pre-owned luxury product.
  - I would enjoy it if people knew I was wearing this new/pre-owned luxury product.
  - I would like to use this brand's product to improve my image.
9. Considering the online/in-store scenario and the new/ pre-owned luxury product you are purchasing, please rate on a scale from 1 (Not at all) to 7 (Extremely) to what extend do you feel:

	<b>Not at all</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>Extremely</b>
Powerful		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Confident		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Smart		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Guilty		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

10. Considering the purchase of this new/ pre-owned luxury product online/in-store, please rate how well the following statements describe you, on a scale from 1 (Not describe at all) to 7 (Totally describe).
- This new/ pre-owned luxury product reflects the kind of person I see myself to be.
  - This new/ pre-owned luxury product helps me express myself.
  - This new/ pre-owned luxury product reflects my personal opinions and taste.

Control

11. Please indicate your level of agreement or disagreement with each statement in light of this analysis, on a scale from 1 (Strongly disagree) to 7 (Strongly agree).
- I rarely purchase the latest fashion styles until I am sure my friends approve of them.
  - It is important that others like the products and brands I buy.
  - When buying products, I generally purchase those brands and categories that I think others will approve of.
  - I like to know what brands and products make good impressions on others.
  - I achieve a sense of belonging by purchasing the same products and brands that others purchase.
  - If I want to be like someone, I often try to buy the same brands that they buy.
12. Have you ever bought **second-hand** luxury?
- Yes
  - No

12.1. If yes: What were your motivations?

- Have fun
- Save money
- Enhance my status
- Follow the latest fashion trends
- Contribute to more sustainable consumption
- Feel unique
- Other: \_\_\_\_\_

12.2. If no: Why?

- I am not aware of any marketplace/boutique that offers pre-owned fashion luxury.
- I feel embarrassed to use second-hand luxury fashion items.
- I suspect that the product is not authentic.
- I am uncertain about the cleanliness of the items.
- I prefer not to acquire things that have previously been used by someone else.
- Other: \_\_\_\_\_

### Demographics

13. Gender:

- Male
- Female
- Non-binary / third gender
- Prefer to self-describe \_\_\_\_\_
- Prefer not to say

14. Age: \_\_\_\_\_

15. Native Language:

- English
- Portuguese
- German
- Spanish
- Italian
- Other (please specify) \_\_\_\_\_

16. What is your household monthly income?

- < 705€
- 706€ - 1000€
- 1001€ - 2000€
- 2001€ - 3000€
- 3001€ - 4000€
- > 4001€
- Prefer not to say

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