



The Effect of Perceived Social Power on Consumers' Purchase Intentions for Alternative Modes of Luxury Brands Acquisition

Catarina Lima Coelho

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Professor João Pedro Niza Braga

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Abstract

Summary: The present research examines the impact of perceived social power on individuals' decisions for alternative modes of luxury brands acquisition, whether for first-hand, second-hand or counterfeit luxury goods. It also explores whether these decisions are moderated by the level of luxury of the brand, i.e. entry-level or top-level luxury brands. Thus, through an experimental study with a mixed design, this paper showed that high-power individuals are less willing to purchase counterfeit products than their powerless counterparts and that are also less price-sensitive. Also, it proposes that high states of social power lead to more conservative socially risky decisions than low states of social power in a purchasing context. Nevertheless, it can also lead to more risky decisions when purchasing products that carry high levels of financial risk.

There was a consensual difference between groups: regardless of the perceived social power, individuals have more purchase intentions for authentic luxury products (first and second-hand) than for the non-authentic ones (counterfeits). However, while the purchasing intentions of the latter are identical among both authentic products, low-power individuals demonstrated a greater willingness to purchase second-hand luxury products than the first-hand ones. Moreover, contrary to expectations, low-power individuals show more propensity to buy counterfeit products than their powerful counterparts. The conclusions and implications of these results are discussed throughout the dissertation.

Keywords: social power, powerful, powerless, risk, decision-making, luxury, first-hand, second-hand, counterfeiting, entry-level luxury brands, top-level luxury brands

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Author: Catarina Lima Coelho

Resumo

Sumário: O presente estudo analisa os efeitos do poder social no processo de decisão por diferentes tipos de aquisição de marcas de luxo, quer seja em primeira-mão, segunda-mão ou contrafeitos. Além disso, examina o facto destas decisões serem moderadas pelo nível de luxo da marca, isto é, por marcas de luxo de gama básica e por marcas de luxo topo de gama. Assim, através de um estudo experimental com um design misto, esta dissertação mostra que os indivíduos com elevado poder social estão menos dispostos a comprar produtos contrafeitos do que os que detêm menos poder, assim como também são menos sensíveis ao preço. Além disso, propõe que níveis elevados de poder social leva a que os indivíduos tomem decisões socialmente mais conservadoras num contexto de aquisição de bens, comparativamente aos indivíduos com baixo poder social. Não obstante, também pode levar a decisões mais arriscadas na compra de produtos que acarretam maior nível de risco financeiro.

Verificou-se também que independentemente do poder social percecionado, existem mais intenções de compra por produtos autênticos (primeira-mão e segunda-mão) do que por produtos não autênticos (contrafeitos). No entanto, enquanto que as intenções de compra dos indivíduos com elevado poder social são idênticas entre produtos autênticos, os indivíduos com pouco poder demonstraram-se mais dispostos a adquirir produtos de luxo já usados do que em primeira-mão. Além disso, e contrariamente ao esperado, os indivíduos com baixo poder social demonstram uma maior propensão na compra de produtos contrafeitos do que indivíduos com elevado poder social.

Palavras-chave: poder social, poderoso, impotente, risco, tomada de decisões, luxo, primeira mão, segunda mão, contrafação, marcas de luxo de nível básico, marcas de luxo topo de gama

Título: O Impacto do Poder Social Percecionado nas Intenções de Compra dos Consumidores por Modos Alternativos de Aquisição de Marcas de Luxo

Autor: Catarina Lima Coelho

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1. Introduction

The luxury market has been growing strongly, reaching EUR 240 billion in 2019 and forecasted to grow to EUR 331 billion over the next five years (Statista, 2020a, 2020b). Also, while the current COVID-19 pandemic has affected the total revenues in many sectors and has generated some uncertainty (BCG, 2020), the Apparel & Accessories and the Watches & Jewellery market is expected to remain stable (Deloitte, 2020).

Nevertheless, despite the good results that have been generated, the luxury market has been going through a lot of changes (Thomsen et al., 2020). Over the years, people have taken a more conscious and informed view regarding world's issues, reshaping some values and attitudes towards increasingly sustainable concerns. For this reason, luxury consumers are more and more willing to search for environmentally friendly options (Jain, 2019).

Among other whys and wherefores, this explains why the consumption of second-hand luxury goods has risen sharply, reaching EUR 26 billion in 2019 (Statista, 2020a). Indeed, this trending market is winning new and younger consumers, who are finding sustainable ways to buy original products, with high symbolic meaning and generally cheaper than first-hand luxury goods (Turunen et al., 2020).

On the other hand, many have also been opting for counterfeit products due to its low investment-at-risk (Nia & Lynne Zaichkowsky, 2000). In fact, these goods allow consumers to, among other things, acquire social recognition and personal gratification (Ang et al., 2001) for attractingly price advantages (Penz et al., 2005). Proof of this is that in 2017 the market for counterfeit products reached EUR 1 trillion, with an expected increase to EUR 1.55 trillion by the current year of 2020 (World Trademark Review, 2020).

As such, the present research aims to explore a new perspective on how social power influences the consumers' choices for different modes of luxury acquisition, i.e. first-hand, second-hand and counterfeit luxury products.

Indeed, people are regularly subjected to a significant number of stimuli and information in their daily routines and throughout their lives, but each individual process it differently, giving different relevance to each type of information (Guinote, 2007). Also, one of the main engines of influence and fundamental forces in people's social life is power (Dacher et al., 2000; Galinsky et al., 2008), affirming the way one's feels and even relate to other individuals (Rucker et al., 2011). Some authors suggest that power is a psychological state and, therefore, the same

individual may feel powerful or powerless depending on the context, role or situation (Rucker & Galinsky, 2008).

Power can change consumers' behaviours in their everyday lives (Guinote, 2007; Maner et al., 2007) and even the way they perceive contexts (Bian et al., 2015; Rucker et al., 2011; Sassenberg et al., 2012). Also, it plays an essential role in decision-making processes, particularly in situations involving risk, which can lead individuals to make riskier or even more conservative decisions (Maner et al., 2007). Social power is also strongly associated with status, as both concepts can mutually reinforce each other (Rucker & Galinsky, 2008).

That said, the market of luxury brands and its variants undoubtedly comprises many aspects of decision-making processes that can be influenced by social power. First, choosing between a first-hand, used, or counterfeit luxury branded product involves different types of risk. Also, luxury goods have always been related to status and prestige, which is also linked to social power (Bian et al., 2015; Wang et al., 2020; Young et al., 2010).

More specifically, this study intends to understand whether the propensity of powerless and powerful individuals for risky decisions extends to controversial purchases, that are somewhat taboo, and which also involve some risk (e.g. social risk), such as the alternative purchases of luxury brand products. Therefore, this research will not only be a tool to extend the understanding of purchasing luxury products, but also to spread the knowledge about what leads consumers to prefer certain products over others.

In particular, this paper will address the following research questions: *What are the effects of perceived social power on the decision-making process for the alternative modes of acquisition of luxury-branded goods (first-hand, second-hand and counterfeits)? Are these effects moderated by the type of luxury brand?*

This paper will be structured in three main parts. First, the literature review reflects what has been discussed within this topic so far, giving support to all the hypotheses. Then, there is the carrying out of the aimed study through an online survey, which has allowed to analyze the hypotheses and hence to draw conclusions regarding the research questions. Finally, the limitations of the study are presented, as well as its managerial implications and recommendations for upcoming researches.

2. Literature Review and Hypothesis Development

2.1. Luxury consumption

Luxury definition and consumption

Over the last years, many studies tried to understand what is behind luxury consumption and what makes consumers desire luxury (e.g. Kapferer 1997; Nelissen and Meijers 2011; Pino et al. 2019; Young, Nunes, and Drèze 2010). Indeed, holding on to luxury can have a variety of motives, from social matters - such as increased status and exposing wealth -, to more “self-oriented” issues concerning hedonistic ambitions and self-expressing motivations (Gil et al., 2012; Pino et al., 2019; Turunen et al., 2020).

Luxury “is art applied to functional items. (...) both creation and the vital source of inspiration.” (Kapferer, 1997). In fact, much more than its utilitarian value, luxury products give their owners a tremendous symbolic and prestigious worth (Nia & Lynne Zaichkowsky, 2000), that allows its owners of voicing their values (Nia & Lynne Zaichkowsky, 2000). Also, luxury items can bring feelings of pleasure and desire, that can please the consumer both functionally and psychologically, as well as increasing their self-esteem and social status (Wiedmann et al., 2009).

Motives Behind Luxury Consumption

Although some studies have shown that conspicuous consumption is a means by which luxury consumers display their power and wealth to achieve social status (e.g. Gierl and Huettl 2010), luxury acquisitions are not as linear as it (Kessous & Valette-Florence, 2019a). In point of fact, along with the type of conspicuousness behaviour, the consumption of brand-new luxury products deals with the desire for power and may depend on what are the consumers’ perspectives over its uniqueness (Kessous & Valette-Florence, 2019a). For some, luxury goods must be reserved for a narrow elite group, usually associated with success and superiority. For others, luxury goods are linked to hierarchies and family-related issues (Kessous & Valette-Florence, 2019b).

Reference groups also have a significant influence on consumers’ purchasing decisions, since it is a way of representing their identities and interests (O’Cass & McEwen, 2004), as well as communicate meanings to the associative group (Nia & Lynne Zaichkowsky, 2000). Therefore,

by joining specific groups, individuals will prefer goods that are associated with that group and may even avoid products linked to dissociative groups (Young et al., 2010). From a normative point of view, reference groups are closely linked to the propensity for conspicuous consumption patterns (O’Cass & McEwen, 2004), which can be a vehicle to empower individuals’ position within a community and to increase their recognition (O’Cass & Frost, 2002).

As such, different groups of consumers are expected to value the same brand differently, and therefore have different intentions regarding each luxury brand (Wiedmann et al., 2009), as well as distinct patterns of consumption (Kessous & Valette-Florence, 2019b; Leibenstein, 1950). “That the same luxury good can mean different things at different times to the same or different people is one of the nuanced paradoxes of luxury brands.” (Parent et al., 2009).

Nevertheless, it is possible to distinguish luxury brands according to their luxury level, as will be discussed below.

Types of Luxury Consumption

There are two types of luxury consumption, depending on their degree of conspicuousness: the “Bandwagon luxury consumption”, when the interest for a particular luxury product grows with the increase of its consumption by other individuals (Leibenstein, 1950); and the “Snob luxury consumption”, which is associated with the decrease in the demand for a luxury product with the increase of its use by other individuals (Leibenstein, 1950).

More precisely, bandwagon consumption is motivated by the desire for recognition, which leads people to buy popular luxury brands (Tsai et al., 2013). “For many consumer segments, a luxury product’s popularity signifies both a prestigious and must-have product because of the value derived from the interaction with other consumers” (Kastanakis & Balabanis, 2012; Leibenstein, 1950). In contrast, the snob effect leads consumers to search for uncommon luxury brands, in an attempt to disentangle themselves from the masses and create a unique and more exclusive self-image (Tsai et al., 2013). Also, the snob consumption behaviour is in several studies associated with the “Veblen” effect (e.g. Kastanakis & Balabanis, 2012; Tsai et al., 2013), which consists on the growing preference for luxury brands as its price increases (Tsai et al., 2013).

Types of Luxury Brands by Level of Luxury

Luxury brands can belong to one out of four types of brands in regards to their level of luxury (Heine, 2012):

The first - entry-level luxury brands - are right above the premium brands. This level is the bottommost level of luxury brands and sometimes can even be disregarded from the luxury segment. Such brands are usually big players and large-scale brands in terms of business volume and have great brand awareness.

The next level comprises the medium-level luxury brands which, as the name implies, are not at such a basic level, but are not at the very leading edge of luxury either.

The top-level luxury brands are undoubtedly considered luxury and are usually the leading brands in the market. In terms of business volume, these are generally small-scale brands.

At the highest level of luxury are the elite-level luxury brands, which operate in very specific niche markets. Considered to be in the “top of the top segment”, these brands do not seek to have a high awareness outside their very restricted target. Thus, elite-level brands are known as “connoisseur brands”, by having limited awareness, and are often recommended from the worth-of-mouth.

For the purpose of this study, only entry-level and top-level luxury brands will be considered, as they are at opposite ends of luxury. The elite-level luxury brands were disregarded from the study for being so limited and barely recognized.

2.2. Counterfeit luxury consumption

In addition to first-hand luxury consumption, consumers can also opt for counterfeit products, which can serve as an alternative way to approach them to the reality of luxury.

Counterfeiting Defined

Counterfeiting is the illegal production of goods that are copies of a registered trademark, in the same or very similar way to the original (Ang et al., 2001; Bian & Moutinho, 2009; Khan et al., 2020). The difference between the two can be almost imperceptible, from packaging to the logos and labels (Penz et al., 2005).

There are two possible forms of acquiring counterfeits: the deceptive, which means that the consumer does not realize that he/she is buying and hence using a fake product; and the non-deceptive, when consumers know that they are dealing with non-authentic products and are deliberately buying them (Eisend & Schuchert-Güler, 2006; Penz et al., 2005). For the sake of this research, only the non-deceptive consumption of luxury brands will be considered.

Determinants behind the purchasing of counterfeit luxury products

Although the purchase of an authentic luxury product promotes more contentment and a more pleasurable experience due to its quality and symbolism, as well as better supports consumers' psychological and social needs (Yoo & Lee, 2009), there are still many individuals who choose to acquire counterfeit products. That may come from the fact that, although these products are physically inferior to the original ones, they have economic advantages and are easy to access (Penz et al., 2005).

The consumption of counterfeit products can be considered as a way of combating wage inequality in society, making it possible to bring some brands closer to the most disadvantaged (Khan et al., 2020) and a way of acting morally against these differences in society (Poddar et al., 2012).

Some consumers may also feel that they are “smart shoppers” when buying counterfeits, i.e. purchasing a visibly quite similar product for a much lower price (Penz et al., 2005). Also, while the quality of counterfeits is getting better and better, many consumers are becoming less willing to pay for genuine brands (Amar et al., 2018).

From an economic perspective, and the most controversial, it is important to stress that “counterfeit consumption must be seen more as a function of the low price of counterfeits and less as a function of consumers' low income” (Khan et al., 2020). In fact, even some people who have the financial resources to buy genuine brands, prefer to buy counterfeits due to their “price consciousness” and “value-seeking” motivations (Khan et al., 2020).

Another factor that has a significant impact on the choice of a product is the perceived risk, as consumers seek to minimize uncertainty and undesirable surprises (Bian & Moutinho, 2009). According to Penz et al. (2005), there are two possible incurring risks. On the one hand, there is the financial risk of wrongly opt for a counterfeit product when the difference between it and the original is not sufficiently high. Therefore, one might assume that the greater the price difference, the lower the financial risk.

On the other hand, an individual who chooses a counterfeit product faces a social risk if the reference group he or she belongs does not approve it (Wee et al., 1995). The downside occurs when others perceive the product is not authentic and can, therefore, lead to an embarrassing situation to the owner. So, the higher the financial risk, the lower the social risk (considering that a higher price leads to a higher performance of the counterfeit product) and vice versa (Wee et al., 1995).

Additionally, previous studies have argued that brand personality has a significant impact on the consumer's decision for counterfeit products and, although individuals consider the likely upcoming risks, the brand personality moderates the decision and how one's perceive it (Bian & Moutinho, 2009). While some argue that counterfeit purchases are driven from low emotionally attachments to the brand - which makes consumers not willing to spend large amounts on their genuine purchases -, others suggest that the relationship with the authentic brand grows with the use of its counterfeits (Khan et al., 2020). Consequently, consumers' behaviour may change over time, since they act in a way to protect the brand from threats (e.g. counterfeiting), as soon as their emotional attachment with the authentic brand becomes stronger (Khan et al., 2020).

2.3. Second-hand luxury consumption

As mentioned above, another form of alternative luxury that has been increasingly considered and studied over time is second-hand luxury consumption, as society has shown a growing interest and concern for sustainable and environmental issues (Jain, 2019).

Defining second-hand luxury

Second-hand luxury is the act of buying and selling luxury products that have been previously purchased by another individual (Turunen et al., 2020). Thus, a second-hand luxury product has already been owned by someone else before it was resold. These items' purchases can occur due to various reasons, from the most attractive prices to sustainable and eco-friendly concerns (Turunen & Leipämaa-Leskinen, 2015). Different from brand-new luxury goods, second-hand luxury products transactions occur through alternative channels (Turunen et al., 2020).

From a legal outlook, the extent of how second-hand luxury goods can serve as a means of combating the consumption of counterfeit products is still indeterminate (Khan et al., 2020).

That is because economic and social status concerns increase the preference for counterfeits, but second-hand luxury goods may be a way of encouraging consumers to reconsider their choice.

Second-hand vs vintage luxury products

Many authors distinguish second-hand luxury from vintage luxury (Sihvonen & Turunen, 2016; Turunen et al., 2020; Turunen & Leipämaa-Leskinen, 2015), as both terms can often be confused (Kessous & Valette-Florence, 2019b). Although these two concepts are frequently associated with each other (Sihvonen & Turunen, 2016), both can have different purchase motivations (Cervellon et al., 2012), and can attract different consumer's segments (Turunen et al., 2020).

Vintage luxury considers goods that were first acquired by another individual, however, this does not mean that they have been used (Sihvonen & Turunen, 2016). Also, vintage products are closely connected with feelings of nostalgia, history, timelessness and rarity, and can increase value over time. They represent specific periods, generations and ages (Kessous & Valette-Florence, 2019b). Instead, second-hand luxury is primarily associated with price-related and frugal concerns (Kessous & Valette-Florence, 2019b). That said, a vintage luxury product can be a second-hand luxury item, but the latter is not always a vintage luxury product.

For the context of this research, vintage products will be disregarded. Only second-hand items will account, which have already been purchased and used by others.

Perspectives on second-hand consumption

Turunen & Leipämaa-Leskinen (2015) wondered to what extent second-hand luxury products were still perceived as luxury products, or whether this regard was "lost" in the transition from one owner to another. Throughout their study, they were able to conclude that luxury does not disappear and can eventually convey deeper feelings and more intimate connections between the luxury item and the buyer, due to their more confident and thoughtful decisions. Indeed, the same authors concluded that, although luxury consumption is often related to its symbolism and service experience, second-hand luxury can also offer a luxury experience, since its core meaning remains, as well as its authenticity.

On the other hand, consumers claim to take risks when buying second-hand products, as their authenticity may not be appropriately verified (Turunen & Leipämaa-Leskinen, 2015).

Determinants behind the purchasing of second-hand luxury

According to Kessous & Valette-Florence (2019), there are differences in the consumption patterns, consumers' behaviours and even in the relationship between brands and individuals when comparing first-hand and second-hand luxury consumption. Indeed, the motivations of second-hand luxury consumers' not only include increasing their self-esteem and belonging to an enhanced social group (Kessous & Valette-Florence, 2019b) but can also derive from environmental concerns and anti-consumption issues (Roux & Korchia, 2006).

Turunen & Leipämaa-Leskinen (2015) found five distinct meanings for the acquisition of second-hand luxury goods: "Sustainable Choice" – which refers to ethical and moral considerations, that range from animal protection to the fight for consumerism; "Real Deal" - which includes motivations concerning the price of the luxury goods; "Pre-loved Treasure" - as the name suggests, it comprises feelings of nostalgia and sentimental attachment; "Risk investment" - concerns the genuineness of the second-hand luxury acquisitions; and "Unique Find" – which is linked to all the formerly listed motivations.

2.4. Social power and consumption

Definition of social power

Many studies have analyzed the impact of social power in consumers' behaviour (Guinote, 2007; Maner et al., 2007), and in specific contexts and situations (Bian et al., 2015; Rucker et al., 2011; Sassenberg et al., 2012) and some have found that power can influence one's decision-making process (Maner et al., 2007).

By definition, social power is the capacity to modify other's people states (Dacher et al., 2000) as a function of the possessed resources (Lamertz & Aquino, 2004), and leverage the level of agreement and consensus among group members (Flack & de Waal, 2004). Also, it is the capacity of influencing and have control over others' outcomes, as well as not letting oneself from being compromised by others' influences and control (Guinote et al., 2002).

The distinction between Social Power and Social Class

According to Rucker and Galinsky (2017), “individuals’ social class consists of both objective factors, such as wealth, education, and occupation, and subjective factors, such as perceptions of one’s rank within society”.

While social class and social power might often be interconnected, both are distinct concepts and not only have different origins but may also vary according to the living context (Rucker & Galinsky, 2017). Thus, an individual in a high social class does not necessarily have high social power, just as a powerless individual may not be from a disadvantageous social class. For instance, when a professor assigns grades to his students, he/she has greater power than the students, whether the latter belongs to a high or a low social class. Conversely, when the student fills in the teacher post-evaluation, the situation may reverse (Rucker & Galinsky, 2008, 2017). Therefore, a person’s perceived social power may vary according to everyday contexts and circumstances (Rucker & Galinsky, 2008).

The link between consumption and social power

Social power can also influence one’s behaviour regarding status’ products (Rucker & Galinsky, 2008). Although power is the property of an individual and status is merely generated in others’ thoughts (Pane et al., 2018), both can be reciprocally strengthening: power can generate status and status can enhance power (Rucker & Galinsky, 2008).

For instance, previous studies suggested that low-powered individuals are more prone to buy status goods (Rucker & Galinsky, 2009), as a mean of compensating for their lack of power (Bian et al., 2015; Wang et al., 2020) and can even have a greater readiness to pay for status products compared to the powerful ones (Bian et al., 2015). Moreover, high-power consumers are known to pay more attention to the functionality of products than the powerless ones (Guinote, 2007), suggesting that disparate states of perceived power can lead to different attitudes and purchasing patterns towards luxury goods (Rucker and Galinsky, 2009).

Social power and purchase propensity for different modes of luxury acquisitions

Power can also be a driver for risky decision-making processes (Anderson & Galinsky, 2006; Maner et al., 2007; Rucker & Galinsky, 2017). Indeed, powerful individuals seem to be more predisposed to risk-seeking behaviours since they can feel more optimistic about the estimates of the risk, cope better with undesirable consequences and might be more prospective to not

comply with social and ethical standards, focusing on the rewards (Anderson and Galinsky, 2006). “Powerful individuals might be just as likely to implicitly calculate the expected value of a risky behavior, but they will estimate a higher likelihood of avoiding the risks.” (Anderson and Galinsky, 2006). Such conclusions were also supported by other authors, who argue that the perception of power is linked to unethical behaviour when it is self-advantageous (Dubois et al., 2015; Kraus et al., 2012; Rucker & Galinsky, 2017).

Nevertheless, Maner et al. (2007) also argued that the presence of power can lead not only to risky decisions, but also to risk-avoidant behaviours. Specifically, a conservative decision happens when a person’s position in a hierarchy is compromised and choices may have consequences on an individuals’ role.

However, it is noteworthy that the above studies analyzed risky behaviours, which is not the scope of this research. Indeed, the current study is not facing risky behaviours, but rather controversial purchases that carry more social risk than others. Thus, in this context, the hierarchy of individuals is not expected to be compromised and, therefore, it is not expected that power leads to risk-avoidant decisions, but rather to a larger tolerance and preference for risk.

As for the powerless individuals, these are more likely to have status-related motivations than the powerful ones (Bian et al., 2015; Wang et al., 2020), which in turn favours more conservative decisions as well, as suggested by Maner et al. (2007).

“Hence, whereas power and authority may sometimes produce risky decision making, conservative decision making instead may arise from a desire for the status quo.”
(Maner et al., 2007).

That said, this paper proposes that powerful individuals will be more likely to buy counterfeit products than low-power individuals, since this is a socially riskier choice than buying an authentic product (Wee et al., 1995). However, this is only expected if the position of power of these individuals is not threatened. The same applies to second-hand luxury products in comparison to brand-new luxury products, since the purchase of the former can also be considered as a risky decision, as this can be said to be falsely authentic (Turunen & Leipämaa-Leskinen, 2015).

Therefore, the first hypotheses of this research emerge:

H1. High-power individuals will have a higher purchase propensity for luxury branded counterfeit products, compared to their powerless counterparts.

H2. High-power individuals will have a higher purchase propensity for second-hand luxury products, compared to their powerless counterparts.

Nevertheless, the above information does not allow to propose that powerful individuals will prefer counterfeit products over first-hand or second-hand luxury products, but only that they will have more purchase intentions compared to their powerless counterparts. Actually, “whereas low power leads to a preference for status objects, (...) high power affects people’s focus on the functional value offered by the product” (Rucker & Galinsky, 2009). Indeed, a high state of power seems to lead individuals to value the quality and functionality of a product over and above other attributes. Therefore, this paper suggests that powerful individuals will have higher purchase intentions for authentic luxury products (first-hand and second-hand) over counterfeit products, since these are usually associated with higher levels of functionality and quality. For the same reason - but with minor effects -, they are also expected to have higher purchase intentions for first-hand luxury goods over the second-hand ones.

As for the powerless individuals, the same reasoning is applied, but due to the lower risk and likely higher status involved.

H3. Regardless of an individuals’ social power, he/she will have higher purchase intentions for first-hand and second-hand luxury products than for luxury branded counterfeit products.

H4. Regardless of an individuals’ social power, he/she will have higher purchase intentions for first-hand luxury products than for second-hand products.

Social power and purchase propensity of entry-level versus top-level luxury brands

As mentioned above, low-powered individuals are more likely to acquire goods that symbolize status as a means of balancing for their lack of power (Bian et al., 2015; Wang et al., 2020). In fact, powerless individuals use luxury mainly to display status to others, and not only for the delights of luxury itself. “As soon as a luxury product is associated with the quality or performance, but not with status, low-power participants’ evaluations of the product are similar to baseline” (Rucker & Galinsky, 2009).

In this regard, it is important to analyze different perspectives to understand the purchase intentions of low-power individuals for different types of luxury brands, whether entry-level or top-level luxury brands. The first is linked to the possibility that low-power individuals may have more purchase intentions for luxury brands that are more exclusive and not all people can own them. This perspective is also associated to the fact that powerless individuals may even be willing to spend larger amounts of money on status products compared to powerful individuals (Bian et al., 2015), since it can be a way for them to feel more imposing when buying products that are more expensive and of more limited access.

On the other hand, there is a second perspective concerning the fact that low-power individuals might be associated with bandwagon consumption, which is mainly driven by the desire for recognition and which leads people to prefer popular products (Tsai et al., 2013), that are wider distributed and hence more highly recognized in terms of brand awareness (Heine, 2012).

As such, this study hypothesizes that the purchase intentions of low-power individuals by different types of brand will follow a status-based direction. That is, powerless individuals will be more willing to buy products of the type of luxury brand they consider that will provide them with more status. Nevertheless, in case they do not perceive differences between both types of brands, their purchase intentions are not expected to differ between entry-level and top-level luxury brands.

H5. The purchase propensity of low-power individuals for luxury branded goods will be higher for the type of brand they consider that will provide them with more status.

As for powerful individuals, the decision will mostly be based on the products' utilitarian value (Rucker & Galinsky, 2009). In a study conducted by Rucker & Galinsky (2009) on how different states of power are related to different psychological motives and lead to different consumption patterns, the authors even reported that "the powerful, compared the powerless, were more favourable towards a quality product even when it lacked status". As such, the purchase intentions of high-power individuals are expected to be higher for the luxury branded products that are perceived as having higher levels of quality and functionality, regardless of the type of luxury brand.

H6. High-power individuals will be more willing to buy luxury branded goods from the type of luxury brand they perceive as having more levels of quality and functionality.

3. Methodology and Data Collection

3.1. Participants

A total of 159 people (66.7% female, 33.3% male) participated validly in the survey (*Appendix I*). Forty-eight responses were deleted from the study because responses were not consistent with the scope of the research. The average age of respondents is 36 years and most of them are either currently employed (45.6%) or students (29.1%). Among the 96.2% of Portuguese participants, 87.6% responded to the survey in their native language, while the remainder preferred to do it in English. All participants responded voluntarily and were recruited on appropriate Facebook groups, social networks, and through friends and family.

3.2. Materials

Independent variables

Social Power: The process of manipulating social power was done via an episodic recall task adopted from Galinsky et al. (2003).

In the high-power condition, participants received the following directives: “Please recall a particular incident in which you had power over another individual or individuals. By power, we mean a situation in which you controlled the ability of another person or persons to get something they wanted, or were in a position to evaluate those individuals. Please describe this situation in which you had power—what happened, how you felt, etc.”.

As for the low-power condition, participants were directed as follows: “Please recall a particular incident in which someone else had power over you. By power, we mean a situation in which someone had control over your ability to get something you wanted, or was in a position to evaluate you. Please describe this situation in which you did not have power—what happened, how you felt, etc.”.

Product and brand selection: Participants were randomly assigned to a specific type of brand: either entry-level or top-level luxury brand. Under both conditions, they were asked to think of a piece of clothing from a luxury brand, according to the given type of brand.

For the entry-level luxury brand condition, participants were told: “Imagine a luxury piece of clothing (e.g. a shirt, a pair of jeans, a jacket, etc.), from an entry-level luxury brand. Entry-

level luxury brands are generally more affordable and readily available to consumers compared to more exclusive luxury brands. These brands are right above the premium brands. What is the product and luxury brand you are thinking of?”

As for the top-level luxury brand condition, participants were asked as follows: “Imagine a luxury piece of clothing (e.g. a shirt, a pair of jeans, a jacket, etc.), from a top-level luxury brand. A top-level luxury brand is a highly exclusive and limited luxury brand. It is more expensive than most of the other brands and therefore not everyone can afford it. What is the product and luxury brand you are thinking of?”

Moreover, all the respondents were also told that, whatever the product they nominated, it would be available in three versions: first-hand, second-hand and counterfeit.

Participants had the autonomy to choose the brand because the luxury concept can be perceived distinctly among each type of consumer (Parent et al., 2009). Also, since a brand’s level of luxury is classified via comparison with other luxury brands, consumer’s perceptions may also change in the short and long run, as the same brand may be differently categorized over time (Heine, 2012).

Furthermore, the luxury apparel was the category chosen for this study because this is the product category that has the most favourable outcome in the personal luxury goods market in 2019, counting with 23% of value share (Statista, 2020c), and is a broad category for all genders.

Type of Product: Participants’ attitudes and purchase intentions were assessed for the three types of products under study: first-hand, counterfeit and second-hand luxury product.

Dependent variables

Sense of Power: To understand how the participants felt after the manipulation of power, a Sense of Power scale developed by Anderson & Galinsky (2006) was used. The measure consisted of eight items: “I can get people to listen to what I say”; “My wishes do not carry much weight” (reverse-coded), “I can get others to do what I want”; “Even if I voice them, my views have little sway” (reverse-coded), “I think I have a great deal of power”; “My ideas and opinions are often ignored” (reverse-coded); “Even when I try, I am not able to get my way” (reverse-coded); “If I want to, I get to make the decisions”. All items were rated on a scale from

1 (Strongly Disagree) to 7 (Strongly Agree), according to the respondents' perceptions of their own relationships with others. The scale's reliability in the present sample was .78.

Purchase Intentions: Purchase intentions for all types of products were measured on a scale from 1 (Not at all) to 7 (Extremely) adapted from Spears & Singh (2004). Respondents were asked to rate the following items according to how they described themselves: "I have the intention of buying this product", "I will buy this product", and "I would probably buy this product". These items were aggregated for each product type ($\alpha > .90$ under all conditions).

Consumers' Social-Adjustive and Value-Expressive Function: To perceive the participants' involvement with luxury brands, their social-adjustive and value-expressive functions were measured on a scale from 1 (Does not describe at all) to 7 (Describe me very well), previously used and tested by Wilcox et al. (2009) – *Appendix 1 (Block 4)*. Each scale consisted of four items and showed a good internal consistency ($\alpha = .88$ and $\alpha = .93$, respectively).

Self-Image: Participants' self-image while imagining themselves using the different types of products and brands was assessed on a scale from 1 (Not at all) to 7 (Extremely), which measured to what extent they felt Powerful, Confident, Ethical, Smart, Environmentally friendly and Guilty ($\alpha > .78$ under all conditions). The last item was reverse-coded.

Consumer Perceptions of Product Attributes: The functionality and quality of each product, as well as the status it conveys were assessed for each type of product through a scale of 1 (Not at all) to 7 (Excellent).

Attitudes Toward Alternative Modes of Luxury Acquisition: Also, participants' attitudes towards counterfeits and second-hand products were measured on a 7-point scale (1=Does not describe me at all, 7= Describe me very well). The former was assessed through five items adapted from Yoo & Lee, 2009, such as: "I buy counterfeit products if I think brand-new luxury products are too expensive"; "I usually purchase counterfeits when it is difficult to distinguish between the counterfeits and the brand-new luxury products". The scale displayed a high internal consistency ($\alpha = .82$).

As for the second-hand luxury products, the participants purchase attitudes by the concern for the environment were assessed through a four item's scale adapted from Haws et al. (2014) which presented an internal consistency of 0.88 (e.g. "I consider the potential environmental

impact of my actions when making many of my decisions”; “I am concerned about wasting the resources of our planet”).

Besides, the perceived risk of each type of product was measured using an adapted scale from De Matos et al. (2007) and Dowling & Staelin (1994) ($\alpha > .77$ under all conditions).

Consumers’ Consumption Habits: The consumption habits were measured by the frequency with which each participant purchased each type of product. The scale consisted of eight items and only appeared if the participants stated that they had already bought some of the products.

3.3. Procedure

Participants were firstly directed to a page that randomly allocated them to one of the four possible conditions, ranging from High Social Power to Low Social Power and from Entry-level Luxury Brand to Top-level Luxury Brand. A short introduction followed, where participants were informed about the scope of the study.

The survey was divided into eleven blocks. The first block consisted on the manipulation of power, in which participants were explained of what power meant in the given context and then had to describe an incident in which they had power over someone (high-power condition), or someone had power over them (low-power condition), as well as what they felt at that moment.

The second block followed, in which participants were asked to answer some questions related to their own relationship with others. This question was used to see whether individuals under different conditions show significant differences in perceived power.

As for the third block, the respondents had to choose a product of their choice within the randomly assigned brand type. While some of them had to think of an entry-level luxury brand, the others had to think of a top-level luxury brand. To help participants’ decisions, the definitions of each brand type were given, whether entry-level or top-level luxury brand. Also, their involvement with the brand was measured.

The dependent variables for each type of product were then assessed: either first-hand, counterfeit and second-hand luxury products. For each, participants rated how much they enjoy each product and how happy they make them, as well as their purchase intentions. After that, respondents were asked to imagine that they were using the product they had chosen and assess

how they felt within the emotions presented, as well as evaluate its functionality, quality and status provided.

For the counterfeited products, participants were requested to imagine that they were passing through a street vendor that presented them with the same product they idealized and, although it was just like the genuine brand, they knew it was a counterfeit. The same occurred for second-hand luxury goods, where respondents were asked to imagine that they passed by a second-hand goods' shop and noticed that they also had the idealized product but was cheaper than the original one.

In the following block, individual variables were assessed, and respondents answered more particular questions about their attitudes towards counterfeits, the environment and how their purchasing decisions are affected by these concerns. Their perceived risks when using and/or buying a first-hand, counterfeit and a second-hand luxury product were then assessed.

Finally, participants were questioned regarding their past purchases and its frequencies, and some demographic data was collected.

3.4. Design

The experiment had a 2 Social Power (High, Low) x 2 Type of Luxury Brand (Entry-level, Top-level) x 3 Type of Product (First-hand, Counterfeit, Second-hand) mixed design. All participants were assigned to only condition of Social Power and Type of Luxury Brand through a between-subject design. Also, each type of product was assessed by all participants – within-subject design.

4. Results and Discussion

4.1. Sample

The sample size ranged from 14 to 70 years old ($M = 36,27$, $SD = 16,47$), with 66.7% of the people being female and 33.3% male. The average age of respondents was 36 years and most of them are either currently employed (45.6%) or students (29.1%).

Since most of the participants are Portuguese (96.2%), the calculation of social class was based on the income of the Portuguese population. In Portugal, the combined annual income of middle-class households is between EUR 19,000 and EUR 40,000 per year (Expresso, 2020). In this sample, 22.6% of the respondents have a combined annual income of less than EUR 20,000, 45.9% between EUR 20,000 and EUR 50,000, and 22.6% more than EUR 50,000 (*Appendix 2*). This shows that the sample is quite diverse, ranging from low/medium-low to medium-high/high class. However, the majority belongs to the middle class.

Moreover, this study was based on an interesting sample in terms of purchasing habits. In fact, 67.3%, 37.7% and 22.6% have respectively already bought first-hand, counterfeit and second-hand luxury products. In addition, 43.9% of the respondents who have already bought first-hand luxury products also claim to have bought counterfeit products, while 28.0% have also bought second-hand luxury products.

Thus, it can be argued that this study is built on a comprehensive sample of people, which is not restricted to individuals of a single social class or people which purchasing habits are only propitious to one type of product.

4.2. Manipulation check

The manipulation of power was successful. As expected, there was a significant main effect of power manipulation on perceived social power ($F(1, 158) = 27.96$, $p < .001$, $d = .08$). The participants assigned to the high-power condition were found to feel more powerful ($M = 5.10$; $SD = .78$) than participants in the low-power condition ($M = 4.49$; $SD = .68$).

4.3. Overall purchase propensity for different modes of luxury acquisitions

An overview of the results can be seen in Figure 1.

An ANOVA 2 Social Power x 2 Type of Luxury Brand x 3 Product Type with repeated measures on the last factor revealed a significant main effect of the Product Type on the overall purchase intentions for luxury branded goods ($F(2, 157) = 36.183, p < .001, \eta^2 = .189$), indicating that the average level of purchase intentions is different between at least two of the product types (First-hand, Counterfeit, Second-hand).

Indeed, and as predicted, there were significant higher purchase intentions for first-hand luxury products ($M = 3.66, SD = 1.72$) than for counterfeit products ($M = 2.40, SD = 1.63, t(158) = 6.97, p < .001$), regardless of individuals' social power. The same expected effect occurred for second-hand luxury products ($M = 3.85, SD = 2.32$) compared to counterfeit products ($M = 2.40, SD = 1.63, t(158) = 7.38, p < .001$). However, setting power aside, the differences between the purchase intentions of first-hand and second-hand luxury products are not statistically significant ($t(158) = -1.04, p = .302$).

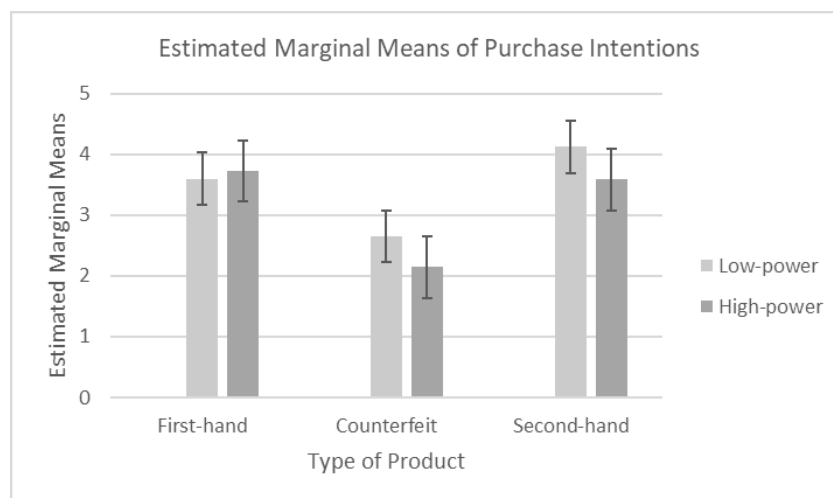


Figure 1 – Purchase intentions of low-power and high-power individuals for each type of product

Also, there were no significant main effects of Social Power ($F(1, 158) = 2.027, p = .157, \eta^2 = .013$) and Type of Luxury Brand ($F(1, 158) = 2.546, p = .113, \eta^2 = .016$) on purchase intentions, as well as significant interactions between Product Type * Social Power ($F(2, 157) = 2.085, p = .126$), Product Type * Luxury Brand ($F(2, 157) = 2.007, p = .136$), and Product Type * Social Power * Luxury Brand ($F(2, 157) = 1.555, p = .213$).

This indicates that the purchase intentions for luxury branded products seem to only vary significantly depending on the type of product, whether first-hand, counterfeit or second-hand. Nevertheless, to further test the hypotheses of the study, planned contrasts between powerful and powerless conditions were performed for each type of product and each type of brand, as will be seen below.

4.3.1. A comparison of the purchase intentions between powerful and powerless individuals for each type of product

The overall purchase intentions for first-hand luxury products did not differ significantly between low-power ($M = 3.60$, $SD = 1.65$) and high-power individuals ($M = 3.72$, $SD = 1.80$, $F(1, 158) = .197$, $p = .658$). Nevertheless, considering the type of brand within this product category, the purchase intentions of high-power individuals for entry-level brands ($M = 4.32$, $SD = 1.74$) were marginally higher than those of their powerless counterparts ($M = 3.74$, $SD = 1.23$, $F(1, 66.609) = 2.845$, $p = 0.096$). As for the top-level luxury brands, there were no significant differences between the low-power ($M = 3.46$, $SD = 1.97$) and the high-power individuals ($M = 3.16$, $SD = 1.70$, $F(1, 80) = .549$, $p = 0.461$).

Regarding the alternative modes of luxury acquisition, and contrary to what was initially predicted, high-powered individuals did not show higher purchase intentions neither for counterfeits nor for second-hand luxury products in comparison to powerless individuals, regardless of the type of brand.

In fact, low-power individuals showed higher purchase intentions for counterfeits ($M = 2.65$, $SD = 1.69$) than powerful individuals ($M = 2.14$, $SD = 1.54$, $F(1, 158) = 3.891$, $p = 0.050$). This can be explained by the fact that, when measuring the attitudes towards the acquisition of counterfeit products, there was a marginally significant difference between low-power ($M = 2.37$, $SD = 1.40$) and high-power individuals ($M = 1.96$, $SD = 1.27$, $F(1, 158) = 3.737$, $p = .055$), indicating that low-power individuals are more favourable towards the acquisition of counterfeit products.

Moreover, within counterfeits, it was found that although there were no differences between the purchase intentions of the powerless ($M = 2.48$, $SD = 1.60$) and powerful individuals ($M = 2.29$, $SD = 1.54$, $F(1, 75) = 0.278$, $p = 0.599$) for entry-level luxury brands, the purchase

intentions of low-power individuals for top-level brands ($M = 2.81$, $SD = 1.78$) were higher than those of their powerful counterparts ($M = 2.01$, $SD = 1.54$, $F(1, 80) = 4.783$, $p = 0.032$).

Also, even though the purchase intentions of second-hand luxury products were somewhat higher for low-power than for high-power individuals ($M = 4.12$, $SD = 2.38$ vs $M = 3.58$, $SD = 2.24$), the difference was not statistically significant ($F(1, 158) = 2.166$, $p = .143$). There were also no significant differences between powerful and powerless individuals' purchase intentions for entry-level and top-level luxury brands (see *Appendix 3* for statistics).

A detailed overview of the results can be seen in *Figure 2*.

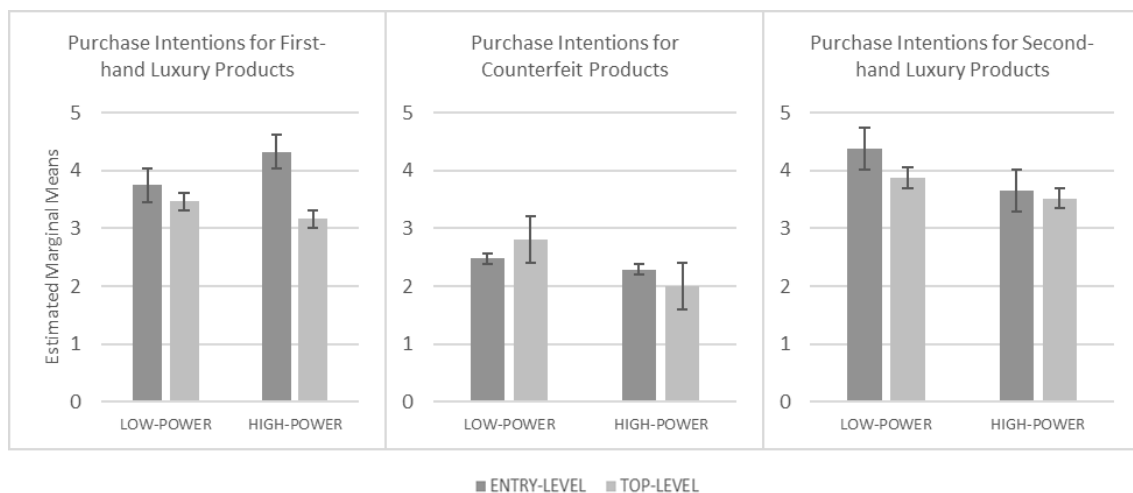


Figure 2 - Purchase intentions of low-power and high-power individuals for each type of product as a function of type of luxury brand

Moreover, respondents' perceptions concerning the attributes of the different types of products and types of luxury brands were also drawn, namely, perceived risk, status, quality, and functionality. Thus, four repeated measures ANOVA 2 Social Power x 2 Type of Luxury Brand x 3 Product Type with repeated measures on the last factor were run.

Regarding status, it was possible to observe that there was a significant main effect of Product Type ($F(1.755, 157.245) = 98.747$, $p < .001$, $\eta^2 = .389$) and Type of Luxury Brand ($F(1, 158) = 9.038$, $p = .003$, $\eta^2 = .055$) on how respondents perceive the status of luxury branded products. Such result denotes that the average level of this attribute is different between at least two of the product types (First-hand, Counterfeit and Second-hand) and that the perception of status also varies between different types of luxury brands. The interaction between Social Power * Type of Luxury Brand was also statistically significant ($F(1, 158) = 4.653$, $p = .033$, $\eta^2 = .029$).

In fact, low-power individuals perceived entry-level luxury brands as offering more status compared to high-power individuals, both for first-hand ($M_{LP} = 4.90$, $SD_{LP} = 1.21$ vs $M_{HP} = 4.26$, $SD_{HP} = 1.20$, $p = .024$) and for counterfeit products ($M_{LP} = 2.85$, $SD_{LP} = 1.44$ vs $M_{HP} = 2.11$, $SD_{HP} = 1.41$, $p = .026$). For second-hand luxury products, the difference was not significant ($M_{LP} = 4.13$, $SD_{LP} = 1.53$ vs $M_{HP} = 3.63$, $SD_{HP} = 1.40$, $p = .141$).

As for top-level luxury brands, there were no significant differences in the perceived status between individuals in different power conditions, regardless of product type (first-hand, counterfeit or second-hand) - see *Appendix 4* for statistics.

Regarding the remaining attributes - perceived risk, quality and functionality -, only the Product Type had a significant main effect on how respondents perceived each luxury branded product (see *Appendix 5, 6, and 7* for statistics).

To better understand these differences and further test the hypotheses, the results will be analyzed separately according to each power condition, as can be observed in *Figure 3*.

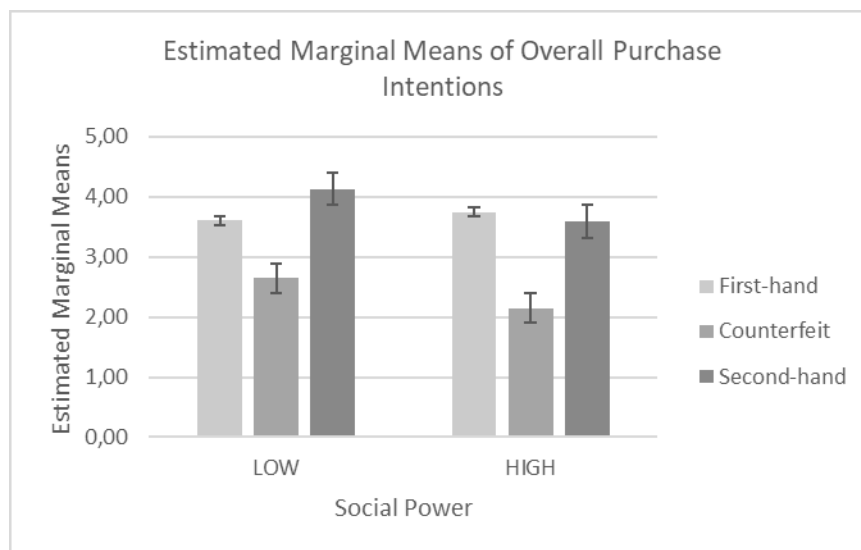


Figure 3 – Overall purchase intentions of low-power and high-power individuals for each product type

4.3.2. High-power individuals' purchase intentions for alternative modes of luxury acquisition

Based on past research, it was expected that high-power individuals would have greater purchase intentions for counterfeit and second-hand luxury products than their powerless counterparts, as these could potentially be considered risky purchases. Besides, despite their

predicted greater propensity to risk, it was supposed that high-power individuals would prioritise authentic luxury products rather than the counterfeit ones and, within the authentic ones, would have more purchase intentions for first-hand luxury products.

As expected, the purchase intentions of high-powered individuals varied between non-authentic ($M_{counterfeits} = 2.14, SD_{counterfeits} = 1.54$) and authentic products ($M_{first-hand} = 3.72, SD_{first-hand} = 1.80, t(78) = 5.844, p < .001$; $M_{second-hand} = 3.58, SD_{second-hand} = 2.24, t(78) = 5.090, p < .001$), being higher for the former. However, there were no significant differences between first-hand luxury products ($M = 3.72, SD = 1.80$) and second-hand luxury products ($M = 3.58, SD = 2.24, t(78) = .509, p = .612$).

In fact, although high-powered individuals perceived first-hand luxury products as being better than second-hand luxury products and counterfeits in terms of functionality, quality, status level and perceived risk, and second-hand luxury products better than counterfeits - *Table 1* -, the same did not happen with self-image. Indeed, these individuals only perceived significant differences between the self-image of authentic and non-authentic luxury products, which means that between first-hand and second-hand luxury products (both authentic), the perceived self-image is nearly the same (*Table 1*).

All in all, although high-power individuals perceived first-hand products as providing more quality and functionality compared to second-hand luxury products, their perceived self-image was similar.

Table 1 - Perception of high-power individuals concerning the attributes of each type of product

Power Condition	Feature	Pairs	Type of Luxury Branded Product	M (SD)	Statistical Values
High-power	Perceived Risk	Pair 1	First-hand	2.86 (1.34)	$t(78) = -9.268, p = .000, CI95 -2.819, -1.822$
			Counterfeit	5.18 (1.55)	
		Pair 2	Second-hand	3.76 (1.25)	$t(78) = -7.600, p = .000, CI95 -1.784, -1.043$
			Counterfeit	5.18 (1.55)	
		Pair 3	First-hand	2.86 (1.34)	$t(78) = -4.866, p = .000, CI95 -1.278, -.536$
			Second-hand	3.76 (1.25)	
	Status	Pair 1	First-hand	4.81 (1.59)	$t(78) = 8.750, p = .000, CI95 1.682, 2.673$
			Counterfeit	2.63 (1.67)	

	Quality	Pair 2	Second-hand	4.01 (1.70)	$t(78) = 6.049, p = .000, CI95 .926, 1.834$		
			Counterfeit	2.63 (1.67)			
		Pair 3	First-hand	4.81 (1.59)		$t(78) = 4.968, p = .000, CI95 .478, 1.117$	
			Second-hand	4.01 (1.70)			
		Pair 1	First-hand	5.82 (1.29)			$t(78) = 14.093, p = .000, CI95 2.641, 3.510$
			Counterfeit	2.75 (1.57)			
	Pair 2		Second-hand	4.48 (1.62)	$t(78) = 7.303, p = .000, CI95 1.261, 2.207$		
			Counterfeit	2.75 (1.57)			
	Pair 3	First-hand	5.82 (1.29)	$t(78) = 7.686, p = .000, CI95 .994, 1.689$			
		Second-hand	4.48 (1.62)				
	Functionality	Pair 1	First-hand		4.94 (1.64)	$t(78) = 5.687, p = .000, CI95 .790, 1.641$	
			Counterfeit		3.72 (1.83)		
		Pair 2	Second-hand	4.46 (1.76)	$t(78) = 3.309, p = .001, CI95 .292, 1.176$		
			Counterfeit	3.72 (1.83)			
		Pair 3	First-hand	4.94 (1.64)			$t(78) = 2.547, p = .013, CI95 .105, .857$
			Second-hand	4.46 (1.76)			
	Self-image	Pair 1	First-hand	3.82 (1.27)	$t(78) = 6.421, p = .000, CI95 .760, 1.443$		
			Counterfeit	2.72 (1.25)			
Pair 2		Second-hand	3.93 (1.62)	$t(78) = 6.404, p = .000, CI95 .835, 1.587$			
		Counterfeit	2.72 (1.25)				
Pair 3		First-hand	3.82 (1.27)			$t(78) = -.850, p = .398, CI95 -.367, .147$	
		Second-hand	3.93 (1.62)				

4.3.3. Low-power individuals' purchase intentions for alternative modes of luxury acquisition

As for the powerless individuals, there are also significant differences between the purchase intentions for each product type. However, partly different from what was expected, they prefer second-hand luxury products ($M = 4.12, SD = 2.38$) than first-hand luxury products ($M = 4.12, SD = 2.38, t(78) = -2.09, p = .04$) and counterfeit products ($M = 2.65, SD = 1.69, t(78) = 5.32, p < .001$). Their purchase intentions for first-hand luxury products are also higher than for counterfeits ($t(78) = 3.99, p < .001$).

To understand the more favourable outcome of second-hand luxury products over the first-hand ones, it is important to analyze how low-power individuals perceive both types of products. Specifically, to which extent the level of status diverges from one to another, since this is believed to be one of the attributes most valued by low-power individuals, and how the remaining attributes are also discriminated, such as functionality, quality and perceived risk.

Indeed, low-power individuals presented statistically significant differences between the perceived risk of each type of product. The purchase of a counterfeit product ($M = 4.89$, $SD = 1.58$) is considered the riskiest choice among the options provided. Similarly, the purchase of a second-hand luxury product ($M = 3.81$, $SD = 1.41$) is seen as riskier than the purchase of a first-hand luxury product ($M = 3.15$, $SD = 1.47$). The same is valid for status, quality and functionality, which were more positively rated for first-hand luxury products, followed by second-hand and counterfeit products (see *Table 2* for statistics).

Table 2 - Perception of low-power individuals concerning the attributes of each type of product

Power Condition	Feature	Pairs	Type of Product	$M (SD)$	Statistical Values
Low-power	Perceived Risk	Pair 1	First-hand	3.15 (1.47)	$t(79) = -8.134$, $p = .000$, CI95 -2.168 , 1.315
			Counterfeit	4.89 (1.58)	
		Pair 2	Second-hand	3.81 (1.41)	$t(79) = -6.026$, $p = .000$, CI95 -1.430 , -.720
			Counterfeit	4.89 (1.58)	
		Pair 3	First-hand	3.15 (1.47)	$t(79) = -3.843$, $p = .000$, CI95 -1.012 , -.321
			Second-hand	3.81 (1.41)	
	Status	Pair 1	First-hand	5.08 (1.47)	$t(79) = 9.522$, $p = .000$, CI95 1.681 , 2.569
			Counterfeit	2.95 (1.64)	
		Pair 2	Second-hand	4.09 (1.77)	$t(79) = 4.717$, $p = .000$, CI95 .658 , 1.617
			Counterfeit	2.95 (1.64)	
		Pair 3	First-hand	5.08 (1.47)	$t(79) = 5.405$, $p = .000$, CI95 .624 , 1.351
			Second-hand	4.09 (1.77)	
	Quality	Pair 1	First-hand	6.00 (1.09)	$t(79) = 15.327$, $p = .000$, CI95 2.882 , 3.743
			Counterfeit	2.69 (1.64)	
		Pair 2	Second-hand	4.61 (1.67)	$t(79) = 8.071$, $p = .000$, CI95 1.450 , 2.400
			Counterfeit	2.69 (1.64)	
		Pair 3	First-hand	6.00 (1.09)	$t(79) = 6.990$, $p = .000$, CI95 .992 , 1.783
			Second-hand	4.61 (1.67)	
	Functionality	Pair 1	First-hand	5.03 (1.41)	$t(79) = 5.640$, $p = .000$, CI95 .768 , 1.607
			Counterfeit	3.84 (1.68)	
		Pair 2	Second-hand	4.65 (1.74)	$t(79) = 3.989$, $p = .000$, CI95 .407 , 1.218
			Counterfeit	3.84 (1.68)	
		Pair 3	First-hand	5.03 (1.41)	$t(79) = 2.182$, $p = .032$, CI95 .033 , .717
			Second-hand	4.65 (1.74)	

As the previous results still do not explain the higher purchase intentions of low-power individuals for second-hand luxury products over the first-hand ones, their positive attitudes towards the concern for the environment were assessed, as well as their perceived self-image. In general, they appear to have positive attitudes ($M = 4.88$, $SD = 1.36$) regarding how their decisions are affected by concern for the environment and how they intend to act in the future. However, although higher, this average is not significantly different from the mean of the high-powered individuals ($M = 4.57$, $SD = 1.38$, $F(1, 158) = 1.93$, $p = .166$), whose purchase intentions were the same for first-hand and second-hand luxury products. Also, although their own perceived image is more positive when using second-hand luxury products ($M = 4.05$, $SD = 1.55$) than when using first-hand luxury products ($M = 3.81$, $SD = 1.17$), this difference is not statistically significant ($t(78) = -1.61$, $p = .111$). There are also no significant differences between low-power and high-power individuals' perceived self-image, regardless of the type of product (*Appendix 8*).

4.3.4. High-power individuals' purchase intentions for entry-level and top-level luxury brands within each product type

Based on previous literature, it was expected that high-power individuals' purchase intentions within the authentic luxury products would depend on how they perceive the utilitarian value of each type of brand (entry-level and top-level luxury brand), prioritizing the one with the highest levels of quality and functionality.

The results showed that in terms of functional value and quality, no statistically significant differences were perceived by powerful individuals between both types of brand (*Table 3*). However, regarding the perceived status, top-level luxury brands were considered for high-power individuals as providing more status than entry-level luxury brands across all product types (first-hand, counterfeit and second-hand) – see *Table 3* for statistics.

As such, high-power individuals showed more purchase intentions for entry-level luxury brands than for top-level luxury brands – *Table 4*. However, this difference was only significant for the first-hand luxury products, but not for the second-hand and counterfeit ones. An overview of these results can be found in *Figure 4*.

Reinforcing these results, an ANOVA 2 Type of Luxury Brand x 3 Product Type with repeated measures on the last factor revealed a significant main effect of the Product Type ($F(2, 77) =$

20.593, $p < .001$, $\eta^2 = .211$) and a marginally significant effect of Type of Luxury Brand ($F(1, 78) = 3.624$, $p = .061$) on the overall purchase intentions of low-power individuals for luxury-branded goods. However, there were no significant main interactions between Product Type * Type of Luxury Brand ($F(2, 77) = 2.075$, $p = .129$). Even so, there may also be a nonsignificant “dynamic” toward the interaction. In fact, and as previously mentioned, the difference between the purchase intentions of high-power individuals for entry-level and top-level luxury brands is larger for first-hand than for counterfeits and second-hand luxury products. Nevertheless, it is only in first-hand products that this difference is significant, which ultimately explains the interaction's outcome.

Table 3 – Perception of high-power individuals concerning the attributes of each type of product

Power Condition	Attribute	Type of Product	Type of Luxury Brand	M (SD)	Statistical Values
High-power	Status	First-hand	ENTRY	4.26 (1.20)	$t(77) = -3.094$, $p = .003$, CI95 -1.732, -.376
			TOP	5.32 (1.75)	
		Counterfeit	ENTRY	2.11 (1.41)	$t(75.586) = -2.853$, $p = .006$, CI95 -1.726, -.307
			TOP	3.12 (1.75)	
		Second-hand	ENTRY	3.61 (1.39)	$t(73.348) = -2.121$, $p = .037$, CI95 -1.523, -.047
			TOP	4.39 (1.88)	
	Quality	First-hand	ENTRY	5.74 (1.08)	$t(77) = -.568$, $p = .572$, CI95 -.746, .415
			TOP	5.90 (1.46)	
		Counterfeit	ENTRY	2.53 (1.64)	$t(77) = -1.210$, $p = .230$, CI95 -1.124, .275
			TOP	2.95 (1.48)	
		Second-hand	ENTRY	4.37 (1.73)	$t(77) = -.591$, $p = .556$, CI95 -.948, .514
			TOP	4.59 (1.53)	
	Functionality	First-hand	ENTRY	4.87 (1.73)	$t(77) = -.355$, $p = .723$, CI95 -.869, .606
			TOP	5.00 (1.57)	
		Counterfeit	ENTRY	3.66 (1.88)	$t(77) = -.295$, $p = .768$, CI95 -.949, .704
			TOP	3.78 (1.81)	
		Second-hand	ENTRY	4.47 (1.90)	$t(77) = .087$, $p = .931$, CI95 -.760, .829
			TOP	4.44 (1.64)	

Table 4 - High-power individuals' purchase intentions for each type of luxury branded products as a function of brand's type

Power Condition	Variable	Type Product	Type of Luxury Brand	M (SD)	Statistical Values
High-power	Purchase Intentions	First-hand	ENTRY	4.32 (1.74)	$t(77) = 3.002, p = .004, CI95 \text{ } .391, 1.933$
			TOP	3.16 (1.70)	
		Counterfeit	ENTRY	2.29 (1.54)	$t(77) = .809, p = .421, CI95 \text{ } -.411, .974$
			TOP	2.01 (1.54)	
		Second-hand	ENTRY	3.65 (2.30)	$t(77) = .254, p = .800, CI95 \text{ } -.880, 1.137$
			TOP	3.52 (2.20)	

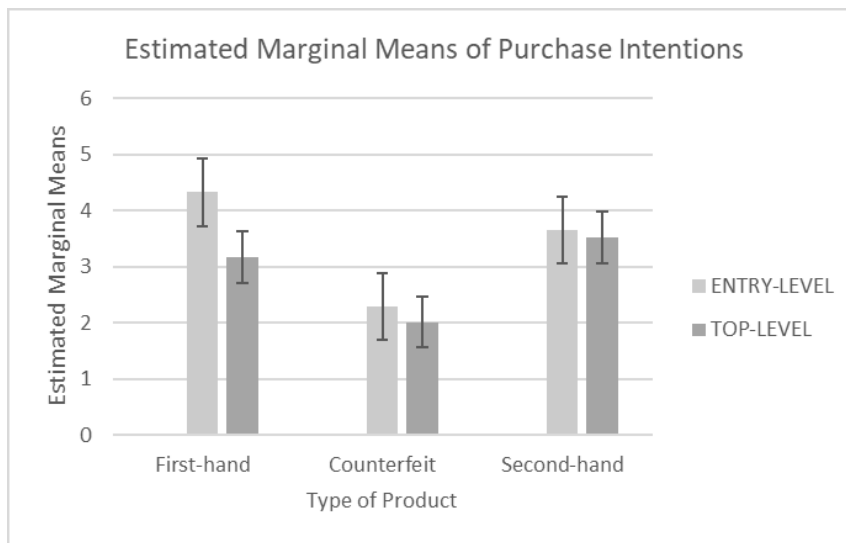


Figure 4 – High-power individuals' purchase intentions for entry-level and top-level luxury brands within each type of product

4.3.5. Low-power individuals' purchase intentions for entry-level and top-level luxury brands within each product type

As for the powerless individuals, this study predicted that their purchase intentions for authentic luxury brands would depend on how they perceived each brand in terms of the status it conveys, being higher for the type of brand they considered to have superior levels of this attribute.

Again, an ANOVA 2 Type of Luxury Brand x 3 Product Type with repeated measures on the last factor revealed a significant main effect of the Product Type on the overall purchase intentions of low-power individuals for luxury-branded goods ($F(2, 78) = 17.412, p < .001, \eta^2 = .182$), reinforcing the previous results that indicated that the average level of purchase intentions was different between at least two of the product types (First-hand, Counterfeit, Second-hand). However, the same was not observed for the Type of Luxury Brand ($F(1, 79) =$

.216, $p = .643$) and for the interaction between Product Type * Type of Luxury Brand ($F(2, 78) = 1.438, p = .241$), which was not significant.

Indeed, in the present sample, powerless individuals did not perceive statistically significant differences in the attributes of entry-level and top-level luxury brands in any of the product types (first-hand, counterfeit and second-hand), either in terms of status or in terms of quality and functionality (Table 5).

As such, their purchase intentions did not vary between any of the brand types, regardless of the type of product (Table 6).

An overview of low-power individuals' purchase intentions for entry-level and top-level luxury brands can be seen in Figure 5.

Table 5 - Perception of low-power individuals concerning the attributes of each type of product as a function of brand's type

Power Condition	Attribute	Type of Luxury Branded Product	Type of Luxury Brand	M (SD)	Statistical Values
Low-power	Status	First-hand	ENTRY	4.90 (1.21)	$t(72.933) = -1.067, p = .290, CI95 \text{ } -.998, .305$
			TOP	5.24 (1.67)	
		Counterfeit	ENTRY	2.85 (1.44)	$t(78) = -.551, p = .583, CI95 \text{ } -.935, .530$
			TOP	3.05 (1.82)	
		Second-hand	ENTRY	4.13 (1.53)	$t(74.718) = -.201, p = .841, CI95 \text{ } -.707, .866$
			TOP	4.05 (1.99)	
	Quality	First-hand	ENTRY	5.90 (1.02)	$t(78) = -.819, p = .416, CI95 \text{ } -.687, .287$
			TOP	6.10 (1.16)	
		Counterfeit	ENTRY	2.59 (1.59)	$t(78) = -.519, p = .605, CI95 \text{ } -.922, .541$
			TOP	2.78 (1.70)	
		Second-hand	ENTRY	4.85 (1.46)	$t(75.772) = 1.235, p = .221, CI95 \text{ } -.279, 1.191$
			TOP	4.39 (1.83)	
	Functionality	First-hand	ENTRY	5.33 (1.16)	$t(78) = 1.935, p = .057, CI95 \text{ } -.017, 1.221$
			TOP	4.73 (1.58)	
		Counterfeit	ENTRY	3.82 (1.67)	$t(78) = -.088, p = .930, CI95 \text{ } -.786, .720$
			TOP	3.85 (1.71)	
		Second-hand	ENTRY	4.87 (1.36)	$t(70.081) = 1.122, p = .266, CI95 \text{ } -.336, 1.202$
			TOP	4.44 (2.04)	

Table 6 - Low-power individuals' purchase intentions for each type of luxury branded products as a function of brand's type

Power Condition	Variable	Type of Product	Type of Luxury Brand	M (SD)	Statistical Values
Low-power	Purchase Intentions	First-hand	ENTRY	3.74 (1.23)	$t(67.761) = .767, p = .446, CI95 \text{ } -.449, 1.009$
			TOP	3.46 (1.97)	
		Counterfeit	ENTRY	2.48 (1.60)	$t(78) = -.882, p = .381, CI95 \text{ } -1.089, .421$
			TOP	2.81 (1.78)	
		Second-hand	ENTRY	4.38 (2.17)	$t(78) = .937, p = .352, CI95 \text{ } -.561, 1.557$
			TOP	3.88 (2.56)	

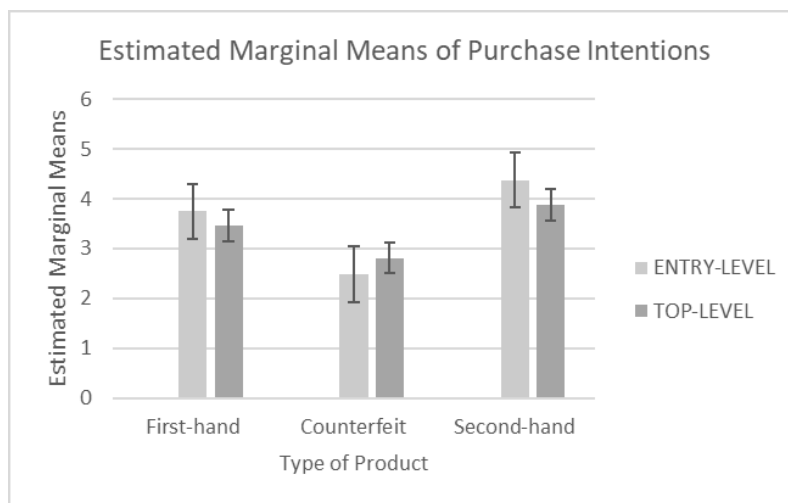


Figure 5 – Low-power individuals' purchase intentions for entry-level and top-level luxury brands within each type of product

4.4. Purchase intentions of counterfeit's buyers for alternative modes of luxury acquisitions

Also, in a final attempt to understand what are the purchase intentions of the respondents who have already bought counterfeits at least one time in their lifetime (37.7%) for alternative modes of luxury acquisitions, it could be observed that even these individuals had lower purchase intentions for the actual counterfeit products ($M = 3.04, SD = 1.58$) than for first-hand ($M = 3.92, SD = 1.69, t(59) = 2.793, p = .007$) and second-hand luxury products ($M = 4.11, SD = 2.32, t(59) = 3.230, p = .002$) – Figure 6. Nevertheless, these individuals' purchase intentions for second-hand luxury goods are statistically similar to the first-hand ones ($t(59) = -.626, p = .534$). It is also interesting to note that these individuals were well distributed in terms of their power condition (48.3% were high-powered, and the remainder were low-powered individuals).

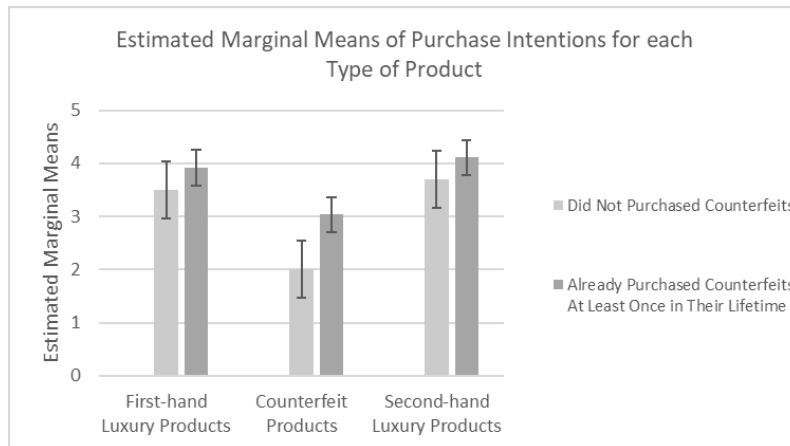


Figure 6 – Purchase intentions of individuals who have bought at least one counterfeit product in their lifetime for each type of product

4.5. Overview of the Results

Finally, it is pertinent to do an overview of the hypotheses that were generated through the literature review and mention which of them were effectively validated.

H1. High-power individuals will have a higher purchase propensity for luxury branded counterfeit products, compared to their powerless counterparts.

H2. High-power individuals will have a higher purchase propensity for second-hand luxury products, compared to their powerless counterparts.

The results did not show that high-powered individuals had more purchase intentions for counterfeit and second-hand luxury products than the low-powered ones. Instead, powerless individuals even had higher purchase intentions for counterfeit products than their powerful counterparts. As for second-hand products, there were no significant differences in the purchase intentions between both states of power, but an evidence of a nonsignificant “trend” toward the greater purchase intentions of low-power individuals for second-hand luxury products compared to the powerful ones. Therefore, the results were not consistent with the first two hypotheses.

H3. Regardless of an individuals’ social power, he/she will have higher purchase intentions for first-hand and second-hand luxury products than for luxury branded counterfeit products.

H4. Regardless of an individuals’ social power, he/she will have higher purchase intentions for first-hand luxury products than for second-hand products.

In both conditions of power, counterfeit products were in fact those that generated fewer purchase intentions. Thus, the results were consistent with hypothesis H3.

However, among the authentic products, the same did not occur. Indeed, low-power individuals have shown even greater purchase intentions for second-hand than for first-hand luxury products, while high-power individuals have not shown significant differences between the purchase intentions of both types of product. Thus, the overall purchase intentions for first-hand luxury products were not the highest for none of the power conditions, which means that the results were not consistent with hypothesis H4.

***H5.** The purchase propensity of low-power individuals for luxury-branded goods will be higher for the type of brand they consider that will provide them with more status.*

In this sample, low-power individuals did not perceive significant differences in the status offered by any of the types of brand. As such, the purchase intentions for entry-level and top-level luxury brands did not statistically differ from each other. Thus, the above hypothesis was not fully tested, since the conditions were not met.

***H6.** High-power individuals will be more willing to buy luxury branded goods from the type of luxury brand they perceive as having more levels of quality and functionality.*

Powerful individuals in the present sample did not perceived statistically significant differences in the quality and functionality between entry-level and top-level luxury brands, regardless of the type of product (first-hand, second-hand and counterfeit). They only perceived top-level luxury brands as providing more status than entry-level luxury brands. As such, powerful individuals demonstrated more purchase intentions for entry-level than for top-level brands, but only for the first-hand luxury products. Indeed, for counterfeit and second-hand products, the purchase intentions did not significantly differ between entry-level and top-level luxury brands.

Overall, the hypothesis was not tested, since its condition did not occur. Nevertheless, the results obtained are still meaningful and predictable in the absence of the conditions.

5. Main Conclusions and Future Research

While previous investigations analysed the influence of social power on undesirable behaviours (e.g. Anderson & Galinsky, 2006; Kraus et al., 2012), the present article is one among the few that extend the scope of comprehension of the impact of social power on “controversial” consumption patterns, comprising some advances in the field of social power.

This study provides evidence that social power can influence individuals' consumption for luxury branded products. Specifically, it suggests that individuals who perceive themselves as having a high state of social power are less willing to purchase counterfeit products than their powerless counterparts and are also less price-sensitive. Moreover, it proposes the possibility of the relationship between social power and the acquisition of luxury brand goods being moderated by the type of luxury brand, as a function of the perceived products' attributes (quality, functionality and status provided).

Furthermore, this paper suggests that social power do not lead to socially risky decisions in a purchasing context, which adds significant contributions to the understanding of how social power influences individuals' decisions and to previous studies that proposed a positive relationship between power and risk-taking (e.g. Anderson & Galinsky, 2006). Conversely, it can be argued that social power can alternatively lead to a greater propensity to purchase products that carry a high level of financial risk compared to powerless individuals, but can also lead to more conservative decisions when the risk is at the social level.

The effect of social power on the purchase propensity for alternative modes of luxury acquisition

This research extends previous studies on how social power influences individuals' decisions, specifically, how they behave when deciding on luxury branded products.

Indeed, not only high-powered individuals do not have a greater propensity for alternative modes of luxury acquisition, but low-powered individuals also surpass their purchase intentions concerning counterfeit products.

Thus, one of the main contributions of this study is that, although the purchase of counterfeit products brings benefits at a financial level (because they are visibly identical to the originals

but considerably cheaper), these benefits seem to not sufficiently compensate high-power individuals to the point of having more purchase intentions for counterfeits than the low-power ones. That is, although previous studies suggest that high-powered individuals are more prone to risk-taking when it is self-advantageous, the purchase of counterfeit products would not increase the power position of these individuals more than if they bought the same product at first-hand, and so not incurring in a social risk. Indeed, there is the possibility of these individuals feel that their position of power is threatened when using a counterfeit, which leads them to make more socially conservative decisions, supporting and reinforcing the findings of Maner et al. (2007). In other words, the financial gain of purchasing a counterfeit is not rewarding enough to offset powerful individuals for the social risk it involves, associated with the decrease in the utilitarian value of the product. Indeed, "engaging in risky behaviour might help individuals maintain or even increase their power in a couple of ways" (Anderson & Galinsky, 2006). However, such consideration cannot be applied to the current research, as this study is not comprising risky behaviours, but rather risky acquisitions.

As such, it is reasonable to assume that high-powered individuals are not prone to riskier purchases when they carry a social risk in favour of a purely financial benefit that does not even place them at a higher level of power. Indeed, buying a counterfeit product is not only a socially risky purchase, but it also does not provide valuable benefits regarding what high-powered individuals value the most, which is the utilitarian value, such as quality and functionality.

Also, although overall individuals showed similar levels of concern for the environment and perceived self-image regarding both types of authentic products, low-power individuals showed more purchase intentions for second-hand than for first-hand luxury products, while high-powered individuals did not showed significant differences between the purchase intentions of both products. This can be interpreted as indicating that low-power individuals are more price-sensitive than high-power individuals regarding luxury branded purchases, i.e. they are willing to "compromise" the highest quality of a product to pay a lower price. On the other hand, high-powered individuals do not mind paying more for a luxury product that ensures them a high quality and functionality, making them less sensitive to price. From another perspective, this may also be related to the risk seeking/risk avoidant behaviours of high and low-power individuals. The powerful may be more risk seeking or less sensitive to financial risks than powerless individuals, since this financial risk does not threaten their position in a hierarchy. As such, within the authentic products, low-powered individuals prefer second-hand luxury products to the first-hand ones, as they are more cautious of the financial risk of a first-hand

purchase, which is considerably more expensive. By contrast, alongside sustainable issues, high-power individuals demonstrate similar purchase intentions for both types of authentic products.

The aforementioned theory is also supported by the fact that low-power individuals have more purchase intentions than high-power individuals for counterfeit products. That is, their greater price sensitivity makes them more willing to buy non-authentic products, whose primary benefit is the affordable price.

The effect of social power on the acquisition of luxury branded products as a function of the type of luxury brand

Rucker and Galinsky (2009) suggested that high-power individuals prioritize products' utilitarian value even when they lack status, conversely to their powerless counterparts, and that "low power, relative to high power, are driven to obtain products that demonstrate their status to others". The present findings reinforce these inferences.

Indeed, powerful individuals demonstrated higher purchase intentions for entry-level luxury brands rather than for top-level luxury brands, given that both were perceived as having similar levels of quality and functionality. Such happenings occurred even with top-level luxury brands being perceived as providing more status, which suggests that entry-level luxury brands are enough to satisfy their needs and that they do not seek status to impose or maintain their position in a hierarchy.

However, the tendency of high-power individuals for entry-level luxury brands is only observed for first-hand products. This result might be explained due to these individuals may not feel the need to buy counterfeit and second-hand luxury products from entry-level luxury brands since they can more easily acquire them at first-hand. Such explanations are reinforced by the fact that the current sample belongs primarily to the middle economic class. Besides, the purchase of top-level luxury brands may be seen to powerful individuals as a better investment for products that are not acquired at first-hand, due to the large price differential. In other words, these individuals' preference for entry-level luxury brands can be offset by the fact that top-level luxury brands become more attractive when the product is not brand-new.

Nevertheless, it is noteworthy that the preceding conclusions are only valid because no significant differences in the utilitarian value of the products of each type of brand were perceived. If powerful individuals thought of top-level luxury brands as offering more quality and functionality than entry-level luxury brands, the results would not be expected to be the same.

As for the powerless individuals, the results do not contradict the hypotheses under study and the previous researches suggesting that the purchases of low-power individuals are motivated to display status to others (Rucker & Galinsky, 2009). In fact, these individuals did not perceive differences in the status provided between both types of brand, which possibly led them to have similar purchase intentions between entry-level and top-level luxury brands, regardless of the type of product.

Nevertheless, this insensitivity of low-power individuals for entry-level and top-level luxury brands can also open a new avenue of research for the fact that they may only be sensitive to the presence vs absence of the status provided by the luxury branded product. That is, instead of seeing status as a continuous attribute, they may perceive it categorically, i.e. once a brand attains a certain status threshold, it is categorized as having status; but if they perceive it with less than that threshold, it is categorized as having no status. Following this reasoning, it would be plausible to state that both entry-level and top-level luxury brands meet the "requirement" to provide status, at least for first-hand and second-hand luxury products, since in this case the purchase intentions of low-power individuals were high and did not vary between both brands. As such, future studies can further explore how low-power individuals perceive status products and how they react to them accordingly.

Understanding the moderation effect of the type of brand on the relationship between social power and purchase intentions for each type of product

As mentioned above, our study suggests the possibility of a moderating effect of the type of luxury brand on the relationship between social power and the purchase intentions for luxury branded products.

Through the analysis of the results, it was noticeable that there are differences in the preferences for certain types of brands among the different states of power. However, there is no clear evidence of this moderating effect because the given low-power sample did not perceive

differences in products' status among the different types of brand, which led them to not be sensitive to any type of brand. While high-power individuals perceived top-level brands as providers of more status, the same did not happen with the low-power ones, which somewhat limited the results. One of the reasons this may have happened is because they perhaps did not quite realise the point of comparison, even though it was mentioned in the survey. In other words, low-power individuals in the entry-level condition may have assessed the brands through the comparison with the most common or premium brands, which made them probably favour it. Therefore, future research should address this effect in more detail, as there is a strong belief of a moderating effect of the type of brand on the relationship between social power and the purchase intentions for each type of product, as long as individuals perceive differences between the status provided by each type of brand.

Limitations and Future Research

The current research is not free of limitations which warrant discussion. The first one is related to the fact that the samples used in each condition were slightly small. Thus, some of the differences with strong trends probably might have failed to achieve significance because the study had a small sample and was likely underpowered.

The second limitation concerns the fact that only products in the clothing category have been studied. For this reason, future research is recommended to understand to what extent the present findings can be applied to different categories.

Moreover, the alternative modes of luxury brands acquisitions are still somewhat taboo in nowadays society, opening the possibility that responses might be slightly biased. For instance, there may be an extreme and unconscious tendency to reject counterfeit products, as these are not generally well regarded. On the other hand, the high purchase intentions for second-hand luxury goods (and often higher than for first-hand goods) may occur due to these purchases are seen as more responsible and sustainable options, but may not reflect the real behaviour of the individuals. Indeed, although the market for used goods is growing exponentially, it is far from overtaking the brand-new luxury market, and it is not even feasible without the latter.

The fourth limitation concerns the use of entry-level and top-level luxury brands. These levels of luxury do not comprise all the existing luxury brands, but are only two different categories that are easily distinguished from each other. Also, there is no clear evidence to which level of

luxury each brand belongs, as this term is assigned through the comparison with other brands and hence may continuously be changing. These associations can also depend on each individual's perception of luxury, which is the reason why respondents were free to choose a brand in this study, according to one of the definitions provided. However, it was found that the chosen brands in the same condition were somewhat dissimilar from each other, which in turn may have undesirably influences in the results. Therefore, future research should consider mentioning the brand right from the beginning, so that all the answers are consonant with each other. Nevertheless, limiting the choice of the brand may also bring limitations to the studies.

Apart from the abovementioned observations, the attribution of a level of luxury to a brand can be quite useful for brands to understand where they want to be positioned, perceived, and what type of distribution and communication they should address.

One more limitation of this study lies in the fact that consumers' behaviour has only been assessed by their overall social power. Indeed, previous studies suggested that individuals' decisions depend not only on their perceived social power, but may also be moderated by other factors, such as power motivation and the power hierarchy's perceived stability (Maner et al., 2007). These factors can be important boundary conditions for how individuals react to risk and hence to their decisions, and should therefore be considered in upcoming investigations.

Finally, future researches should consider luxury renting as another form of alternative luxury acquisitions (Pantano & Stylos, 2020). This method may be a way of attracting consumers who usually buy counterfeits, for instance, when luxury is an "entry-ticket" to special occasions (Khan et al., 2020).

Managerial Implications and Directions for Future Research

These findings also have important implications for the marketing & management of luxury brands, as they reveal real-life perceptions and ways to which people react to luxury.

On the one hand, although this study does not provide direct confirmation of what leads individuals to purchase second-hand luxury products, it emphasizes the growing evidence that consumers are increasingly willing to make sustainable and environmentally friendly choices. Indeed, much more than willing to buy brand-new luxury products, consumers are quite receptive to second-hand luxury alternatives and not as much open to counterfeit options. Even individuals who have already bought counterfeits in their lifetime showed greater purchase

intentions for second-hand luxury products than for the actual non-authentic products. As such, the current research opens up a new avenue of research on how second-hand luxury products help to fight the sale of counterfeit products, which have long been damaging brands' image, the economy, and promoting an increase in criminality (World Trademark Review, 2017). Future research should analyse whether consumers are more prone to buy counterfeit products when there is only a first-hand alternative than when there is also a second-hand option available.

Moreover, not only do these results show that growth in the pre-owned luxury market is increasingly imperative, but they also show that luxury brands must consider the lifecycle of their products and seize this opportunity to expand their business areas (Luxe Digital, 2020). In fact, instead of competing with the second-hand luxury market, luxury brands should take the chance to join it. In this way, they would benefit even more of the nature of luxury itself (e.g. timelessness, scarcity, uniqueness) that fits flawlessly into the resale market.

Besides, from a pre-owned luxury goods seller's perspective, the resell of their used products is also a way of encouraging the purchase of another product at first-hand (Luxe Digital, 2020) and can hence benefit luxury brands.

Taking Burberry as an example, the brand announced its entrance into the second-hand luxury marketplace in 2019 through its partnership with the luxury marketplace The RealReal (Khan et al., 2020). Through this initiative, Burberry has not only taken the opportunity to support its long term sustainable goals, but has also taken advantage of a promising market opportunity. Thus, through a co-creation value perspective, this was a means for the brand to extend its products' life cycle (Khan et al., 2020).

Other examples are Stella McCartney and Gucci, who have also partnered with second-hand luxury platforms (Quartz, 2020). In 2020, Gucci was the first brand to enter a partnership in which it also supplies products (and not just its customers) to the resale platform. For instance, all the previously used items in photoshoots or other occasions, which were never sold before, are now supplied to The RealReal for a second-hand luxury sale (Quartz, 2020).

Moreover, as consumers are becoming further aware of environmental and sustainable issues, it is crucial that luxury brands progressively demonstrate their concern for these topics. For example, luxury brands should follow the example already set by other brands and not only ensure that there is no animal cruelty and violation of human rights, but also ensure that its operations are progressively sustainable and environmentally friendly: from reducing the

impact of production on the atmosphere (Shifter, 2018), to taking more outstanding care in the use of materials that are quickly discarded (D. Vivo, 2019).

On the other hand, from a level of luxury point of view, individuals of the present sample did not perceive entry-level and top-level brands as having different levels of utility, and only a few perceived top-level luxury products as offering more status than entry-level luxury brands. The limitations of this study may explain these results, but they can also suggest that there is not a very clear differentiation of top-level luxury brands from entry-level brands.

It is recognized that these two types of brands do generally not compete, as they often comprise different targets. However, if marketers of top-level luxury brands wish to stand out from the entry-level brands beyond the status offered, they would benefit from a more in-depth focus on their functional value, promoting and highlighting it. Otherwise, consumers may prefer more readily available alternatives such as entry-level luxury brands, which can perhaps satisfy them better.

6. Appendix

Appendix 1 – Survey structure

Introduction to the survey

Dear Participant,

Welcome and thank you in advance for taking the time to complete this survey. I am a Master student from Católica Lisbon School of Business and Economics. The present research is part of my study for the Master Thesis on the topic of Alternative Modes of Luxury Acquisition.

The survey will take about 11 minutes to complete and it is crucial for me that you finish it.

The information provided is strictly confidential and your data will remain completely anonymous and confidential. Therefore, I kindly ask you to answer honestly and spontaneously.

You can switch the language of the survey from EN to PT at any time, if you wish.

If you have any questions or feedback, please e-mail me: 152119228@alunos.lisboa.ucp.pt

Once again, thank you very much for your time and collaboration!

1st RANDOMIZATION

Respondents are directed to one of the two following conditions:

High-power Condition

Low-power Condition

Block 1 – Social Power Manipulation

HP. High Social Power condition

Please recall a particular incident in which you had power over another individual or individuals. By power, we mean a situation in which you controlled the ability of another person or persons to get something they wanted or were in a position to evaluate those individuals.

Now, please briefly describe this situation in which you had power—what happened, how you felt, etc.

LP. Low Social Power condition

Please recall a particular incident in which someone else had power over you. By power, we mean a situation in which someone had control over your ability to get something you wanted or was in a position to evaluate you.

Now, please briefly describe this situation in which you did not have power—what happened, how you felt, etc.

Block 2 - Manipulation check

MC. On a scale from 1 (Does not describe me at all) to 7 (Describe me very well), please indicate how well the following statements **describe you** in your relationships with others.

	1	2	3	4	5	6	7	
Does not describe at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Describe me very well

- **I can get people to listen** what I say.
- **My wishes do not carry much weight.** (*reverse-coded*)
- **I can get others to do what I want.**
- Even if I voice them, **my views have little sway.** (*reverse-coded*)
- **I think I have a great deal of power.**
- **My ideas and opinions are often ignored.** (*reverse-coded*)
- Even when I try, **I am not able to get my way.** (*reverse-coded*)
- If I want to, **I get to make the decisions.**

2nd RANDOMIZATION

Respondents are directed to one of the two following conditions:

Top-level Luxury Brands

Entry-level Luxury Brands

Block 3 – Type of Brand Randomizer

TP. Top-level Luxury Brands

Imagine a luxury piece of clothing (e.g. a shirt, a pair of jeans, a jacket, etc.), from a **top-level luxury brand**. A top-level luxury brand is a highly exclusive and limited luxury brand. It is more expensive than most of the other brands and therefore not everyone can afford it.

Note: Regardless of the product and luxury brand you choose, it will be available in three versions: first-hand, second-hand and counterfeit.

What is the product and luxury brand you think of? _____

EL. Entry-level Luxury Brands

Imagine a luxury piece of clothing (e.g. a shirt, a pair of jeans, a jacket, etc.), from an **entry-level luxury brand**. Entry-level luxury brands are generally more affordable and readily available to consumers compared to more exclusive luxury brands. These brands are right above the premium brands.

Note: Regardless of the product and luxury brand you choose, it will be available in three versions: first-hand, second-hand and counterfeit.

What is the product and luxury brand you think of? _____

Block 4 – Assessing Consumers’ Value-Expressive and Social Adjustive Function

INV. On a scale from 1 (Does not describe me at all) to 7 (Describe me very well), please indicate how well the following statements **describe you**.

	1	2	3	4	5	6	7	
Does not describe at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Describe me very well

- This luxury brand reflects the kind of person I see myself to be.
- This luxury brand helps me communicate my self-identity.
- This luxury brand helps me express myself.
- This luxury brand helps me define myself.

- This luxury brand is a symbol of social status.
- This luxury brand helps me fit into important social situations.
- I would like to be seen wearing this luxury brand.
- I would enjoy it when people know I am wearing this luxury brand.

Block 5 – Purchase Intentions for First-hand Luxury Product

FH1. On a scale from 1 (Not at all) to 7 (Extremely), how much do you **enjoy** the product you were thinking about?

	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"/>	A great deal

FH2. On a scale from 1 (Not at all) to 7 (Extremely), how **happy** does this product make you?

	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"/>	Extremely

FH3. On a scale from 1 (Not at all) to 7 (Extremely), please indicate how well the following statements **describe you** regarding the product you were thinking about.

	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"/>	Extremely

- I have the intention of buying this product.
- I will buy this product.
- I would probably buy this product.

Now imagine you acquired the product and you are using it today.

FH4. To what extent do you feel...?

	1 Not at all	2	3	4	5	6	7 Extremely
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"/>
Ethical	<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"/>
Environmentally friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guilty (<i>reverse-coded</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

FH5. On a scale from 1 (Poor) to 7 (Excellent), please rate this product regarding the following attributes.

	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"/>	Excellent

- Functionality
- Quality
- Status

Block 6 - Presenting a Counterfeit Product

Now imagine you meet a street vendor who presents you with the same product you idealised. Although it is just like the genuine brand, you know it is a counterfeit.

C1. On a scale from 1 (Not at all) to 7 (Extremely), how much do you **enjoy** the product you were thinking about?

	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"/>	Extremely

C2. On a scale from 1 (Not at all) to 7 (Extremely), how **happy** does this product make you?

	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"/>	Extremely

C3. On a scale from 1 (Not at all) to 7 (Extremely), please indicate how well the following statements **describe you** regarding the **counterfeit product**.

	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"/>	Extremely

- I have the intention of buying this product.
- I will buy this product.
- I would probably buy this product.

Now imagine you acquired the counterfeit and you are using it today.

C4. *Self-image*. To what extent do you feel...?

	1 Not at all	2	3	4	5	6	7 Extremely
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"/>
Ethical	<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"/>
Environmentally friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guilty (<i>reverse-coded</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

C5. On a scale from 1 (Poor) to 7 (Excellent), please rate this product regarding the following attributes.

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

- Functionality
- Quality
- Status

Block 7 – Presenting a Second-hand Product

Finally, you pass by a second-hand luxury goods’ shop and notice that they also have the same product that you've idealized, but is cheaper than the original one.

SH1. On a scale from 1 (Not at all) to 7 (Extremely), how much do you **enjoy** this second-hand product?

	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"/>	Extremely

SH2. On a scale from 1 (Not at all) to 7 (Extremely), how **happy** does this product make you?

	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"/>	Extremely

SH3. On a scale from 1 (Not at all) to 7 (Extremely), please indicate how well the following statements **describe you** regarding this **second-hand luxury product**.

	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"/>	Extremely

- I have the intention of buying this product.
- I will buy this product.
- I would probably buy this product.

Now imagine you acquired the product and you are using it today.

SH4. To what extent do you feel...?

	1	2	3	4	5	6	7
	Not at all						Extremely
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"/>
Ethical	<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"/>
Environmentally friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guilty (<i>reverse-coded</i>)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SH5. On a scale from 1 (Poor) to 7 (Excellent), please rate this product regarding the following attributes.

	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"/>
							Excellent

- Functionality
- Quality
- Status.

Block 8 – Perceived Social Power Reminder

HPR. High Social Power condition

Do you still remember the first task you carried out about a moment when you had power over someone?

	1	2	3	4	5	6	7
Definitely not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
							Definitely yes

LPR. Low Social Power condition

Do you still remember the first task you carried out about a moment when someone had power over you?

	1	2	3	4	5	6	7	
Definitely not	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definitely yes

Block 9 – Individual Variables

IV1. On a scale from 1 (Does not describe me at all) to 7 (Describe me very well), please indicate how well the following statements **describe you**.

	1	2	3	4	5	6	7	
Does not describe at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Describe me very well

Positive Attitudes toward Buying Counterfeits

- I buy counterfeit products if I think brand-new luxury products are too expensive.
- I boast about counterfeit products as if they are the brand-new luxury products.
- I usually purchase counterfeits when it is difficult to distinguish between the counterfeits and the brand-new luxury products.
- I would buy counterfeit products even if I could easily afford to buy non-counterfeit products.

IV2. On a scale from 1 (Does not describe me at all) to 7 (Describe me very well), please indicate how well the following statements **describe you**.

	1	2	3	4	5	6	7	
Does not describe at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Describe me very well

Positive Attitudes toward Buying Second-hand Luxury by Concern for the environment

- I consider the potential environmental impact of my actions when making many of my decisions.

- My purchase habits are affected by my concern for our environment.
- I am concerned about wasting the resources of our planet.
- I am willing to be inconvenienced in order to take actions that are more environmentally friendly.

IV3. On a scale from 1 (Far too little) to 7 (Far too much), please rate the following attributes regarding **first-hand luxury products**.

	1	2	3	4	5	6	7	
Far too little	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Far too much

Perceived risk

- Risk taken when buying a first-hand luxury product
- Probability that the product does not work
- Level of bad decision when spending money on a first-hand luxury product

IV4. On a scale from 1 (Far too little) to 7 (Far too much), please rate the following attributes regarding **counterfeit products**.

	1	2	3	4	5	6	7	
Far too little	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Far too much

Perceived risk

- Risk taken when buying a counterfeit product
- Probability that the product does not work
- Level of bad decision when spending money on a counterfeit product

IV5. On a scale from 1 (Far too little) to 7 (Far too much), please rate the following attributes regarding **second-hand products**.

	1	2	3	4	5	6	7	
Far too little	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Far too much

Perceived risk

- Risk taken when buying a second-hand product
- Probability that the product does not work
- Level of bad decision when spending money on a second-hand product

Block 10 – Consumers’ Consumption Habits

CH1. Have you ever purchased...

	Yes	No	I do not remember
... a first-hand luxury brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... a counterfeit luxury brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... a second-hand luxury brand?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(Display this question only if Have you ever purchased ... a first-hand luxury brand? – Yes Is Selected)

CH1.1. How often do you buy first-hand luxury brands?

- Weekly
- Monthly
- Every 6 months
- Once a year
- Less than once a year
- Rarely

*(Display this question only if Have you ever purchased ... a counterfeit luxury brand? –
Yes Is Selected)*

CH1.2. How often do you buy counterfeit luxury brands?

- Weekly
- Monthly
- Every 6 months
- Once a year
- Less than once a year
- Rarely

*(Display this question only if Have you ever purchased ... a second-hand luxury brand? –
Yes Is Selected)*

CH1.3. How often do you buy a second-hand luxury brands?

- Weekly
- Monthly
- Every 6 months
- Once a year
- Less than once a year
- Rarely

Block 11 – Demographics

D1. What is your gender?

- Female
- Male
- Transgender female
- Transgender male
- Non-binary
- Genderqueer
- Rather not disclose
- I do not identify myself with gender labels

D2. What is your age? _____

D3. Nationality

- Portuguese
- Other: _____

D4. Occupation:

- Unemployed
- Student
- Student Worker
- Employed
- Self-employed
- Retired

D5. What is the number of people of your household? (Open question)

D6. How much is the combined annual income of your household?

- Under €10,000 (1)
- €10,000 - €19,999 (2)
- €20,000 - €29,999 (3)
- €30,000 - €39,999 (4)
- €40,000 - €49,999 (5)
- €50,000 - €74,999 (6)
- €75,000 - €99,999 (7)
- €100,000 - €150,000 (8)
- Over €150,000 (9)
- Prefer not to answer. (10)

Block 12 – End of the survey

I would like to thank you very much for your participation in this questionnaire. If there is any additional comment, suggestion or feedback you would like to provide me, please let me know.

Appendix 2 – Combined annual income of the studied sample

How much is the combined annual income of your household?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under €10,000	17	10,7	10,7	10,7
	€10,000 - €19,999	19	11,9	11,9	22,6
	€20,000 - €29,999	28	17,6	17,6	40,3
	€30,000 - €39,999	12	7,5	7,5	47,8
	€40,000 - €49,999	33	20,8	20,8	68,6
	€50,000 - €74,999	17	10,7	10,7	79,2
	€75,000 - €99,999	12	7,5	7,5	86,8
	€100,000 - €150,000	4	2,5	2,5	89,3
	Over €150,000	3	1,9	1,9	91,2
	Prefer not to answer.	14	8,8	8,8	100,0
	Total	159	100,0	100,0	

Appendix 3 – Purchase intentions of powerful and powerless individuals for each type of brand within the second-hand type of luxury product

Type of Product	Variable	Type of Luxury Brand	Power Condition	M (SD)	Statistical Values
Second-hand	Purchase Intentions	Entry-level	LOW	4.38 (2.17)	$F(1, 75) = 2.870, p = .158$
			HIGH	3.65 (2.30)	
		Top-level	LOW	3.88 (2.56)	$F(1, 80) = .461, p = .499$
			HIGH	3.70 (2.38)	

Appendix 4 – Pairwise comparisons between powerful and powerless individuals' perceived status of top-level luxury brands regarding each type of product

Pairwise Comparisons							
Dependent Variable	(I) PowerType	(J) PowerType	Mean Difference (I-J)	Std. Error	Sig. ^a	95% Confidence Interval for Difference ^a	
						Lower Bound	Upper Bound
Status (First-hand)	LOW	HIGH	-,073	,378	,847	-,826	,679
	HIGH	LOW	,073	,378	,847	-,679	,826
Status (Counterfeit)	LOW	HIGH	-,073	,394	,853	-,857	,710
	HIGH	LOW	,073	,394	,853	-,710	,857
Status (Second-hand)	LOW	HIGH	-,341	,427	,427	-1,192	,509
	HIGH	LOW	,341	,427	,427	-,509	1,192

Appendix 5 – Repeated Measures ANOVA for Perceived Risk

Mauchly's Test of Sphericity^a

Measure: Perceived Risk

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon ^b		
					Greenhouse-Geisser	Huynh-Feldt	Lower-bound
Product Type	,867	22,008	2	,000	,882	,909	,500

Tests of Within-Subjects Effects

Measure: Perceived Risk

Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Product Type	Sphericity Assumed	333,358	2	166,679	104,896	,000	,404
	Greenhouse-Geisser	333,358	1,765	188,875	104,896	,000	,404
	Huynh-Feldt	333,358	1,818	183,334	104,896	,000	,404
	Lower-bound	333,358	1,000	333,358	104,896	,000	,404
Product Type * Social Power	Sphericity Assumed	6,925	2	3,463	2,179	,115	,014
	Greenhouse-Geisser	6,925	1,765	3,924	2,179	,121	,014
	Huynh-Feldt	6,925	1,818	3,809	2,179	,120	,014
	Lower-bound	6,925	1,000	6,925	2,179	,142	,014
Product Type * Type of Luxury Brand	Sphericity Assumed	,108	2	,054	,034	,967	,000
	Greenhouse-Geisser	,108	1,765	,061	,034	,953	,000
	Huynh-Feldt	,108	1,818	,059	,034	,957	,000
	Lower-bound	,108	1,000	,108	,034	,854	,000
Product Type * Social Power * Type of Luxury Brand	Sphericity Assumed	5,576	2	2,788	1,755	,175	,011
	Greenhouse-Geisser	5,576	1,765	3,159	1,755	,179	,011
	Huynh-Feldt	5,576	1,818	3,067	1,755	,178	,011
	Lower-bound	5,576	1,000	5,576	1,755	,187	,011

Levene's Test of Equality of Error Variances^a

		Levene Statistic	df1	df2	Sig.
Perceived Risk (First-hand)	Based on Mean	,942	3	155	,422
	Based on Median	,829	3	155	,480
	Based on Median and with adjusted df	,829	3	146,186	,480
	Based on trimmed mean	,992	3	155	,398
Perceived Risk (Counterfeit)	Based on Mean	1,383	3	155	,250
	Based on Median	1,120	3	155	,343
	Based on Median and with adjusted df	1,120	3	141,302	,343
	Based on trimmed mean	1,177	3	155	,320
Perceived Risk (Second-hand)	Based on Mean	1,497	3	155	,218
	Based on Median	1,303	3	155	,276
	Based on Median and with adjusted df	1,303	3	149,194	,276
	Based on trimmed mean	1,525	3	155	,210

Tests of Between-Subjects Effects

Measure: Perceived Risk

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	7404,814	1	7404,814	2418,243	,000	,940
Social Power	,033	1	,033	,011	,917	,000
Type of Luxury Brand	1,421	1	1,421	,464	,497	,003
Social Power * Type of Luxury Brand	,201	1	,201	,066	,798	,000

Appendix 6 – Repeated Measures ANOVA for Quality Attribute

Mauchly's Test of Sphericity^a

Measure: Quality

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon ^b		
					Greenhouse-Geisser	Huynh-Feldt	Lower-bound
Product Type	,925	12,028	2	,002	,930	,959	,500

Tests of Within-Subjects Effects

Measure: Quality

Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Product Type	Sphericity Assumed	817,453	2	408,727	221,866	,000	,589
	Greenhouse-Geisser	817,453	1,860	439,435	221,866	,000	,589
	Huynh-Feldt	817,453	1,918	426,120	221,866	,000	,589
	Lower-bound	817,453	1,000	817,453	221,866	,000	,589
Product Type * Social Power	Sphericity Assumed	1,230	2	,615	,334	,716	,002
	Greenhouse-Geisser	1,230	1,860	,661	,334	,701	,002
	Huynh-Feldt	1,230	1,918	,641	,334	,707	,002
	Lower-bound	1,230	1,000	1,230	,334	,564	,002
Product Type * Type of Luxury Brand	Sphericity Assumed	3,833	2	1,917	1,040	,355	,007
	Greenhouse-Geisser	3,833	1,860	2,061	1,040	,350	,007
	Huynh-Feldt	3,833	1,918	1,998	1,040	,352	,007
	Lower-bound	3,833	1,000	3,833	1,040	,309	,007
Product Type * Social Power * Type of Luxury Brand	Sphericity Assumed	2,531	2	1,266	,687	,504	,004
	Greenhouse-Geisser	2,531	1,860	1,361	,687	,494	,004
	Huynh-Feldt	2,531	1,918	1,320	,687	,498	,004
	Lower-bound	2,531	1,000	2,531	,687	,408	,004

Levene's Test of Equality of Error Variances^a

		Levene Statistic	df1	df2	Sig.
Quality (First-hand)	Based on Mean	,017	3	155	,997
	Based on Median	,071	3	155	,975
	Based on Median and with adjusted df	,071	3	118,038	,975
	Based on trimmed mean	,021	3	155	,996
Quality (Counterfeit)	Based on Mean	,540	3	155	,655
	Based on Median	,381	3	155	,767
	Based on Median and with adjusted df	,381	3	149,583	,767
	Based on trimmed mean	,507	3	155	,678
Quality (Second-hand)	Based on Mean	2,199	3	155	,090
	Based on Median	2,109	3	155	,101
	Based on Median and with adjusted df	2,109	3	152,384	,101
	Based on trimmed mean	2,443	3	155	,066

Tests of Between-Subjects Effects

Measure: Quality

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	9180,193	1	9180,193	3036,869	,000	,951
Social Power	,933	1	,933	,309	,579	,002
Type of Luxury Brand	1,824	1	1,824	,603	,438	,004
Social Power * Type of Luxury Brand	2,519	1	2,519	,833	,363	,005

Appendix 7 – Repeated Measures ANOVA for Functionality Attribute

Mauchly's Test of Sphericity^a

Measure: Functionality

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon ^b		
					Greenhouse-Geisser	Huynh-Feldt	Lower-bound
Product Type	,960	6,282	2	,043	,962	,992	,500

Tests of Within-Subjects Effects

Measure: Functionality

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	
Product Type	Sphericity Assumed	118,603	2	59,301	36,292	,000	,190
	Greenhouse-Geisser	118,603	1,923	61,672	36,292	,000	,190
	Huynh-Feldt	118,603	1,984	59,765	36,292	,000	,190
	Lower-bound	118,603	1,000	118,603	36,292	,000	,190
Product Type * Social Power	Sphericity Assumed	,227	2	,113	,069	,933	,000
	Greenhouse-Geisser	,227	1,923	,118	,069	,927	,000
	Huynh-Feldt	,227	1,984	,114	,069	,932	,000
	Lower-bound	,227	1,000	,227	,069	,793	,000
Product Type * Type of Luxury Brand	Sphericity Assumed	2,581	2	1,290	,790	,455	,005
	Greenhouse-Geisser	2,581	1,923	1,342	,790	,450	,005
	Huynh-Feldt	2,581	1,984	1,300	,790	,454	,005
	Lower-bound	2,581	1,000	2,581	,790	,376	,005
Product Type * Social Power * Type of Luxury Brand	Sphericity Assumed	2,058	2	1,029	,630	,533	,004
	Greenhouse-Geisser	2,058	1,923	1,070	,630	,527	,004
	Huynh-Feldt	2,058	1,984	1,037	,630	,532	,004
	Lower-bound	2,058	1,000	2,058	,630	,429	,004

Levene's Test of Equality of Error Variances^a

		Levene Statistic	df1	df2	Sig.
Functionality (First-hand)	Based on Mean	1,302	3	155	,276
	Based on Median	1,035	3	155	,379
	Based on Median and with adjusted df	1,035	3	146,541	,379
	Based on trimmed mean	1,077	3	155	,361
Functionality (Counterfeit)	Based on Mean	,365	3	155	,778
	Based on Median	,407	3	155	,748
	Based on Median and with adjusted df	,407	3	144,875	,748
	Based on trimmed mean	,369	3	155	,776
Functionality (Second-hand)	Based on Mean	4,083	3	155	,008
	Based on Median	3,077	3	155	,029
	Based on Median and with adjusted df	3,077	3	144,696	,030
	Based on trimmed mean	4,087	3	155	,008

Tests of Between-Subjects Effects

Measure: Functionality

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	9389,585	1	9389,585	1785,768	,000	,920
Social Power	2,282	1	2,282	,434	,511	,003
Type of Luxury Brand	2,022	1	2,022	,385	,536	,002
Social Power * Type of Luxury Brand	4,931	1	4,931	,938	,334	,006

Appendix 8 - Perceived self-image between low-power and high-power individuals among each type of product

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
Self-image (First-hand)	Low	80	3,8104	1,17485	,13135	3,5490	4,0719
	High	79	3,8186	1,27467	,14341	3,5331	4,1041
	Total	159	3,8145	1,22158	,09688	3,6231	4,0058
	Low	80	2,7792	1,13590	,12700	2,5264	3,0319

Self-image (Counterfeit)	High	79	2,7173	1,25444	,14114	2,4363	2,9983
	Total	159	2,7484	1,19287	,09460	2,5616	2,9353
Self-image (Second-hand)	Low	80	4,0500	1,54547	,17279	3,7061	4,3939
	High	79	3,9283	1,62352	,18266	3,5646	4,2919
	Total	159	3,9895	1,58088	,12537	3,7419	4,2371

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Self-image (First-hand)	Between Groups	,003	1	,003	,002	,967
	Within Groups	235,774	157	1,502		
	Total	235,777	158			
Self-image (Counterfeit)	Between Groups	,152	1	,152	,106	,745
	Within Groups	224,674	157	1,431		
	Total	224,826	158			
Self-image (Second-hand)	Between Groups	,589	1	,589	,235	,629
	Within Groups	394,282	157	2,511		
	Total	394,871	158			

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