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**Mestrado em Gestão de Informação**

Master Program in Information Management

***I have just applied for the adoption of a Chanel bag!***

Consumer motivations to buy secondhand luxury goods

Telmo Filipe Tavares dos Santos Leal

Dissertation presented as partial requirement for obtaining  
the Master's degree in Information Management

NOVA Information Management School  
Instituto Superior de Estatística e Gestão de Informação  
Universidade Nova de Lisboa

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**CONSUMER MOTIVATIONS TO BUY SECONDHAND LUXURY GOODS**

by

Telmo Filipe Tavares dos Santos Leal

Dissertation presented as partial requirement for obtaining the Master's degree in Information Management, with a specialization in Marketing Intelligence

**Advisor:** Diego Costa Pinto

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## **DEDICATION**

I would like to dedicate this dissertation to my 21 year-old self, who has moved all alone to a new city six years ago and still managed to accomplish several professional, academic and personal goals, while dodging among jobs, school and totally new social and affective environments.

I would also like to thank Professor Diego for all his support and to acknowledge his surprisingly effective ability to inspire and captivate each and every pupil.

Last, but not least, I must express my gratitude to the ones who have shared this path with me, wishing that they accomplish everything they have dreamt of.

## **ABSTRACT**

The market for luxury goods is growing steadily all over the world and specially among younger generations, which are more demanding regarding the core values of this industry. A new way of acquiring this type of products – through secondhand consumption – is emerging and is rooted in several complementary yet different dimensions that are being assessed thoroughly yet not so exhaustively by some authors. The present study has gathered, reorganized and tested the influence of these dimensions in one's attitude towards buying secondhand luxury fashion, revealing that a positive attitude may be rooted specially in a willingness to generate distance from the regular consumption system, a chance of saving money, and a means of developing a unique style through products that are no longer produced or sold. Ecological drivers and the fear of buying an inauthentic product were, on the other hand, found to be not as relevant as shown in previous studies.

## **KEYWORDS**

Luxury goods; Secondhand buying; Distance from consumption system; Economic motivations; Sustainability; Exclusivity.

# INDEX

1. Introduction .....	1
2. Literature review.....	2
2.1. Distance from the regular consumption system.....	3
2.2. Economic and financial drivers .....	5
2.3. Exclusivity and uniqueness.....	6
2.4. Hygiene and contamination.....	7
2.5. Attitude towards buying and intention to buy secondhand luxury fashion .....	7
2.6. Attitude-behavior gap.....	7
2.7. Moderating effects.....	8
2.7.1. Gender .....	8
2.7.2. Age .....	8
2.7.3. Education .....	9
2.7.4. Past experience.....	9
2.8. Research model.....	9
3. Methodology.....	10
3.1. Sample and data collection.....	11
4. Results and discussion.....	12
4.1. Sample characterization.....	12
4.2. Results.....	12
4.3. Hypothesis testing and discussion .....	14
5. Conclusions .....	25
5.1. Theoretical implications.....	25
5.2. Practical implications .....	26
6. Limitations and recommendations for future works .....	28
7. Bibliography .....	29
8. Appendix .....	32
8.1. Appendix 1 – Scales.....	32
8.2. Appendix 2 – Survey.....	33

## LIST OF FIGURES

Figure 1 - Research model .....	9
Figure 2 – Moderation effects of age.....	22
Figure 3 – Moderation effects of education .....	23

## LIST OF TABLES

Table 1 - Sociodemographic characterization (N=206).....	12
Table 2 - Internal consistency of the constructs .....	13
Table 3 - Descriptive statistics .....	13
Table 4 – Correlations between variables.....	14
Table 5 - Correlation between <i>Distance from the traditional consumption system</i> and <i>Attitude towards buying secondhand luxury fashion</i> .....	14
Table 6 - Correlation between <i>Distance from the traditional consumption system</i> and <i>Rioting against conventional and institutionalized economic structures</i> .....	15
Table 7 - Correlation between <i>Distance from the traditional consumption system</i> and <i>Ethical and ecological concerns</i> .....	15
Table 8 - Correlation between <i>Sustainability and ecological-related motivations</i> and <i>Attitude towards buying secondhand luxury fashion</i> .....	16
Table 9 - Correlation between <i>Economic and financial drivers</i> and <i>Attitude towards buying secondhand luxury fashion</i> .....	16
Table 10 - Correlation between <i>Value for money and bargain hunting</i> and <i>Economic and financial drivers</i> .....	17
Table 11 - Correlation between <i>Risk investment</i> and <i>Economic and financial drivers</i> .....	17
Table 12 - Correlation between <i>Value for money and bargain hunting</i> and <i>Attitude towards buying secondhand luxury fashion</i> .....	18
Table 13 - Correlation between <i>Risk investment</i> and <i>Attitude towards buying secondhand luxury fashion</i> .....	18
Table 14 - Correlation between <i>Exclusivity and uniqueness</i> and <i>Attitude towards buying secondhand luxury fashion</i> .....	19
Table 15 - Correlation between <i>Hygiene and contamination</i> and <i>Attitude towards buying secondhand luxury fashion</i> .....	19
Table 16 - Correlation between <i>Attitude towards buying secondhand luxury fashion</i> and <i>Intention to buy secondhand luxury fashion</i> .....	20
Table 17 - Correlation between <i>Sustainability and ecological-related motivations</i> and <i>Intention to buy secondhand luxury fashion</i> .....	21

Table 18 - Moderation effects of gender .....	21
Table 19 - Moderation effects of age.....	22
Table 20 - Moderation effects of education .....	23
Table 21 - Moderating effects of past experience .....	24

# 1. INTRODUCTION

In 2017, the market in which luxury goods companies operate has developed in a rather positive note, revealing a composite year-over-year growth rate of 10,8% (an increase of US\$30 billion) across all major countries (Arienti et al., 2019).

Nevertheless, it is necessary to point out that the luxury goods industry, just like almost every other known industry, is nowadays facing deep change processes which aim not only to incorporate new trends, technologies and techniques such as Artificial Intelligence (AI), Big Data and all types of social media into their business models, but also to deliver a quicker and more effective response to the emergence of new luxury consumer segments. Most companies that develop their products, services and activities among the luxury industry are now channeling efforts towards a consumer persona known as HENRY (High-Earners-Not-Rich-Yet): people with an average age of 43, annual incomes of more than US\$100.000 and investable assets that are still below the US\$1.000.000 bar. HENRYs are digital savvy, love online shopping and are big spenders but, on the other hand, they appear as a high demanding consumer group in what comes to respecting core values, such as authenticity, relatability, commitment to do the right thing, and following sustainable practices (Arienti et al., 2019).

The need to pursue more consumer-centric approaches to studies on luxury brands, rather than brand-centric ones, was pointed out as a future direction for research (Seo & Buchanan-Oliver, 2015). Taking this into account, the present research will not be about what brands are materializing on this topic, but about consumer perceptions on secondhand markets, namely those where secondhand luxury goods are exchanged.

Currently, there are only two relevant studies that can be interpreted as strong starting points for the present research, which already is evidence that there is few research on this specific topic. The first one is about intention to buy secondhand clothing on sharing economy platforms, which deals specifically with the role of perceived sustainability, economic motivations, and distancing from the traditional consumption system, yet lacks the luxury dimension (Ek Styvén & Mariani, 2020). The second one is about meanings attached to secondhand luxury possessions that were brought up through few interviews among Finnish influencers, yet lacks mirroring the intensity of those given meanings among a broader sample (Turunen & Leipämaa-Leskinen, 2015).

The present research aims to converge some of the dimensions that were previously evoked by both studies that were previously mentioned, through the lens of the Theory of Planned Behavior (TPB), which was also utilized by Ek Styvén & Mariani (2020) as a structural theoretical framework. Also, it is intended to take into account the attitude-behavior gap that some researchers have highlighted, namely when it comes to sustainable and environmental attitudes and behaviors (Farjam et al., 2019; Haider et al., 2019; Park & Lin, 2020; Perry & Chung, 2016). Therefore, and by adding the luxury component to one research and a broader approach to the other, it is intended to deliver a more complete view on a topic that was not so directly portrayed in previous research efforts, while also assessing the moderating effects of gender, age, education and past experience throughout the whole flow.

## 2. LITERATURE REVIEW

The concept of sharing economy (SE) arises from the willingness to obtain previously hidden value from resources which are not utilized on their full potential (Lee et al., 2018). Two main categories emerge from SE practices: temporary access to ownership, such as lending or renting a given good, and an actual transfer of ownership, which can be materialized in processes such as swapping, donating or even purchasing previously owned goods (Hamari et al., 2016).

Overall, it is known that the perceived benefits, namely personal enjoyment and economic rewards, are the dimensions that exert the strongest influence on someone's intention to participate on any SE process or initiative. On the other hand, the effect of perceived risks – factors than can push one away from embarking in SE programs – can be strongly mitigated by the quality and trustworthiness of any given SE platform (Lee et al., 2018).

Durability and quality are often perceived as the key attributes of luxury goods, besides being major goals for luxury goods producers. These same attributes lead to further reasoning and research on possible approaches to act towards these kind of product's lifecycle in a more extended way in time, namely possible post-consumption efforts related to second and even thirdhand ownership (Turunen & Leipämaa-Leskinen, 2015). Extending a luxury good's lifecycle into a secondhand ownership environment can be interpreted as a major circular economy (CE) initiative, which can reduce the ecological impacts of the industry, overall, in the long-run through these new, post-consumption behaviors (Ghisellini et al., 2016).

It is possible to understand secondhand luxury possessions through the prism of four different meanings that converge into a single meaning of a "Unique find". Purchasing secondhand luxury goods can either be a "Sustainable choice" in a context where the fashion industry is delivering a heavy impact on our environment overall; a "Real deal" when considering the fact that these goods, which are usually highly priced, can be found in secondhand marketplaces attached to lower price tags; or a "Risk investment" if the possibility of acquiring inauthentic products and the consequent financial and reputational risks are taken into account. Moreover, consumers can even find "Pre-loved treasure[s]" when shopping for secondhand luxury goods: items which are no longer available for regular sale and, therefore, may attain even a higher value to them. In any case, consumers are able to achieve luxury experiences even without the exclusive services and environment which are usually attached to regular luxury shopping, since the meanings of luxury transfer also to secondhand possessions (Turunen & Leipämaa-Leskinen, 2015). On the other hand, selling luxury was proven to defy the traditional meanings that are linked to luxury: besides altering the symbolic value of the item, it can often strip it down to the object of a mere economic transaction (Turunen et al., 2020).

In terms of assessing the strength of some of the previously referred dimensions regarding the attitude towards buying secondhand fashion, perceived sustainability and economic motivations, which in part converge into distancing from the traditional consumption systems, place themselves as factors which positively influence the behavioral attitude and intention to buy these pre-loved items. Past experience on this activity, unlike age or level of education, has also emerged as a strong moderating factor in this same context (Ek Styvén & Mariani, 2020).

## 2.1. DISTANCE FROM THE REGULAR CONSUMPTION SYSTEM

As mentioned previously, secondhand purchasing behaviors, as well as swapping and renting activities, can be understood through the perspective of progressive distancing from the conventional consumption system or even from overall materialism, posing a strong critique to consumerism as a whole (Ek Styvén & Mariani, 2020; Joung & Park-Poaps, 2013; Lang & Joyner Armstrong, 2018). In the specific context of secondhand luxury consumption, users even stress that they are proud of their used products, namely due to the way they are making a statement against overconsumption and all its negative social and environmental effects (Turunen & Leipämaa-Leskinen, 2015).

This topic is related to the critical attitude dimension that can be identified when assessing main motivations to buy secondhand items, a dimension that can even be unfolded into two different segments of users/consumers. The first ones want to effectively distance themselves from the classic marketplaces, almost as a sort of rioting technique against such an institutionalized structure. Others express mainly ethical and ecological concerns rooted in recycling and/or anti-waste attitudes and behaviors (Guiot & Roux, 2010). In any case, these so-called ethical consumers embark on controlled-consumption behaviors, thriving towards greater consumption simplicity for considering wide ranges of ethical issues when choosing what they should actually consume (Shaw & Newholm, 2002).

Companies in the global fashion industry pose severe negative outcomes for the environment, namely due to high water usage, pollution that derives from chemical treatments and dyes, and the subsequent disposal via incineration or even landfill deposits of large quantities of items that were not absorbed by the market (Pal & Gander, 2018). Also, overconsumption and a throwaway culture that has been institutionalized on the current consumption system are increasingly contributing to textile waste, which also poses as a growing environmental concern (Lang & Joyner Armstrong, 2018).

Collaborative consumption efforts, circular systems and closed loops are solutions for such levels of waste and environmental impact (Lang & Joyner Armstrong, 2018; Pal & Gander, 2018), however, there are also some obstacles for their implementation that need to be taken into account. Recycling and remanufacturing processes are quite challenging (Pal & Gander, 2018) and the response from consumers cannot be considered as a lineal phenomenon. In fact, consumers' interest towards recycling and sustainable solutions has increased, as they seek more real and accurate information on circular/recycled clothing and on how their individual behaviors have or can even affect more the ecological dimension of textile production. Also, the demand for recycled garments is higher than the one for secondhand fashion (Vehmas et al., 2018). In the specific context of luxury garments, incorporating recycled materials affects consumer preferences negatively, pushing responsible behaviors from luxury brands into a secondary role as a selection criterion, whereas the intrinsic quality of the item remains the main focus (Achabou & Dekhili, 2013).

Efforts towards generating circularity through sharing economy principles and platforms are also far from being applicable to everyday uses, since they do not correspond to the expected relationship that users/consumers require and have with their clothing products. Therefore, reusing or somehow extending these products' lifecycle can be considered as niche activities with a small potential scale, which are not enough to replace fashion products that are produced and circulate in a traditional, unsustainable way (Pal & Gander, 2018).

Nowadays, and even though consumers are aware of all the disposal options they have and are increasingly involved in environmental issues related to their consumption behaviors, discarding behaviors are perceived as more convenient than reselling, reusing or even donating efforts (Joung & Park-Poaps, 2013; Thøgersen et al., 2012). They are also aware of the greater quantity of clothes being produced and sold and even state that they might consider modifying consumption and disposal behaviors were they to be more properly informed about the environmental and social consequences of their current behaviors. In fact, a mere or even triggered concern for the environment can bring a positive and direct impact on environmental knowledge, beliefs and, ultimately, intentions. Nevertheless, they also consider that any step they can take towards changing their consumption and post-consumption habits will not be enough, given the global scheme (Morgan & Birtwistle, 2009; Pagiaslis & Krontalis, 2014; Tanner & Kast, 2003). Personal attitudes and beliefs are strongly influential when it comes to green purchases, yet the time and convenience barriers pose as equally strong threats and demoting factors to buy green (Tanner & Kast, 2003).

Regarding the link between secondhand consumption and sustainability, studies show that the group of consumers that purchases secondhand products for environmental reasons is substantially smaller than the one of those who purchase them for economic motivations, which means that although consumers acknowledge the relevance of adopting less environmental-harming disposal habits when it comes to clothes, they do not necessarily associate the behavior of buying secondhand garments as a means for exacerbating this statement specifically (Cervellon et al., 2012; Gullstrand Edbring et al., 2016; Xu et al., 2014). Moreover, and even though perceived sustainability positively influences attitudes towards collaborative consumption, it plays a weaker role when one actually considers participating in a collaborative consumption activity. That is, even though this alternative way of consuming is commonly regarded as one that engages specially consumers who are eco-friendly, this link is often not translated into action (Hamari et al., 2016). Other studies consider perceived sustainability as a major antecedent of consumers' attitudes towards buying secondhand, especially when those same consumers have relevant past experience related to that same process (Ek Styvén & Mariani, 2020).

Nevertheless, individuals who are actively concerned about ecological topics are known to spend more on secondhand products and some of them use these alternative way of consuming to avoid chemicals, toxins and dyes that are commonly attached to brand new possessions (Gullstrand Edbring et al., 2016). Observing it from the opposite perspective, it is also known that consumers who buy secondhand clothing are more likely to be environmentally conscious, to have tendentially sustainable lifestyles, and to speak up for other related topics such as animal rights or recycling (Turunen & Leipämaa-Leskinen, 2015; Yan et al., 2015).

A more recent study on the attitude-behavior gap in sustainable consumption of recycled and upcycled fashion items has come to a conclusion that many consumers may develop a positive attitude towards sustainable products, yet end up not buying them since they are not able to understand properly their utilitarian value (Park & Lin, 2020).

Given the context of ethical and ecological motivations towards buying secondhand luxury products, the following hypothesis were posted:

**H1.** *The willingness to generate distance from the traditional consumption system correlates with attitude towards buying secondhand luxury fashion.*

**H1a.** *Rioting against conventional and institutionalized economic structures correlates with distancing from the regular consumption system as a motivation to buy secondhand luxury fashion.*

**H1b.** *Ethical and ecological concerns correlate with distancing from the regular consumption system as a motivation to buy secondhand luxury fashion.*

**H2.** *Sustainability and ecological-related motivations correlate with attitude towards buying secondhand luxury fashion.*

## **2.2. ECONOMIC AND FINANCIAL DRIVERS**

Economic drivers are often known to play the most important role for consumers when considering SE platforms and ways of consuming (Benoit et al., 2017). Regarding the purchase of secondhand luxury goods, economic motivations can be perceived either from a value for money perspective (the “Real deal”) or from a risky investment perspective associated to the possibility of purchasing inauthentic or counterfeit items in these alternative marketplaces, which will be explored in the next part (Turunen & Leipämaa-Leskinen, 2015).

Economic motivations, and more concretely the simple fact of saving money, seem to have a significant effect on behavioral intentions towards collaborative consumption and also specifically towards resale and reuse behaviors in which it is possible to include the purchase of secondhand products (Gullstrand Edbring et al., 2016; Hamari et al., 2016; Joung & Park-Poaps, 2013). Consumers who buy secondhand clothing are more price-sensitive and often thrive to find great deals through bargain hunting (Cervellon et al., 2012; Petrescu & Bhatli, 2013; Turunen & Leipämaa-Leskinen, 2015; Yan et al., 2015). Moreover, secondhand luxury consumers also take into account the fact of having the possibility to sell that item later on at a good price (Turunen & Leipämaa-Leskinen, 2015), which means that a future discount or opportunity is a critical reference when evaluating a present discounted price (Kwon et al., 2010).

Consumers are often true experts when it comes to dodging financial and reputational risks linked to inauthenticity of the products they are considering to purchase, since the fear of acquiring a counterfeit product strongly oppresses them from buying secondhand luxury items. Nowadays, there are several services – mainly web-based – that help to authenticate previously owner luxury goods (Turunen & Leipämaa-Leskinen, 2015).

Although they are not as opposite as non-branded products, counterfeit goods are not seen as counterparts of luxury goods from a consumer’s perspective: luxury items are attached to both social functions and personal meanings, whereas counterfeits possess mainly social meanings related to social group acceptance (fitting in) and self-expression, even though they can also attain personal value. Pure luxury goods add to these social meanings of gaining admiration and triggering appreciation, some personal functions related to one’s self-identity (Turunen & Laaksonen, 2011; Wilcox et al., 2009). Given all this financially-related scenario, the following hypothesis were posted:

**H3.** *Economic and financial drivers correlate with attitude towards buying secondhand luxury fashion.*

**H3a.** *Value for money and bargain hunting possibilities correlate with economic and financial drivers as motivations to buy secondhand luxury fashion.*

**H3b.** *A risky financial environment related to product inauthenticity correlates with economic and financial drivers as motivations to buy secondhand luxury fashion.*

**H4.** *Value for money and bargain hunting possibilities correlate with attitude towards buying secondhand luxury fashion.*

**H5.** *A risky financial environment related to product inauthenticity correlates negatively with attitude towards buying secondhand luxury fashion.*

### **2.3. EXCLUSIVITY AND UNIQUENESS**

A desire to be unique and to express individual personality is a dimension that many consumers stress as their main motivation to buy secondhand items, namely through acquiring products that are no longer available for purchase in conventional marketplaces (Gullstrand Edbring et al., 2016). In fact, limited editions and classic or vintage luxury goods that are no longer produced and sold as new are regarded as treasures, as a tribute to the material culture of the past (Cervellon et al., 2012; Petrescu & Bhatli, 2013; Turunen & Leipämaa-Leskinen, 2015). In other SE processes, such as renting or swapping clothes, the need for uniqueness also influences positively that given behavior (Lang & Joyner Armstrong, 2018). Moreover, and regarding product scarcity and frugality, it is necessary to underline its positive interpersonal effect on a conspicuous consumption good's evaluation when occurring due to limited supply, such as what happens with limited editions, yet a negative one when it comes to excessive demand (Cervellon et al., 2012; Gierl & Huettl, 2010). Sometimes consumers even spend money on items that they will not use, again to fulfill self-needs: they often display or archive them, seeking and stocking others that are from the same class, and keeping and taking care of their biography towards new, possible targets of exchange (Denegri-Knott & Molesworth, 2009; McIntosh & Schmeichel, 2004). Nevertheless, it is also known that personalized and deep relationships with items can be generated through keeping an acute record of their story and biography (Zonneveld & Biggemann, 2014).

Consumers do not perceive themselves exclusively as end-users of secondhand products, yet instead as players of an active role in extending an ongoing and hopefully never-ending lifecycle of a branded product. The origin and previous ownerships of that given item are bound to give these pre-loved items an even more distinctive, authentic and unique character than brand-new ones, besides helping the new owner to differentiate himself or herself from the masses (Turunen & Leipämaa-Leskinen, 2015).

The hedonic value – enjoying self-gratification, seeking stimulation – was found to be the most relevant factor regarding the intention to buy secondhand garments (Xu et al., 2014), helping consumers to satisfy their desire to seek status while acquiring goods they would normally not be able to afford (Benoit et al., 2017). Moreover, further studies prove that secondhand fashion shoppers are highly driven by the creation of a distinctive, often vintage look and style that makes them feel special about themselves (Ferraro et al., 2016; Yan et al., 2015).

Regarding efforts towards pursuing exclusivity and uniqueness it is proposed that:

*H6. The willingness to be exclusive and unique correlates with attitude towards buying secondhand luxury fashion.*

## **2.4. HYGIENE AND CONTAMINATION**

A study on secondhand consumption of home products entailed hygiene-related factors as key obstacles towards buying secondhand products, namely ones that contain padding or textiles, which are considered intimate and hard-to-clean items. These features translate, from a consumer perspective, into a fear that insects and pests can be brought home or even that allergies or dermatological problems can arise from these secondhand possessions (Gullstrand Edbring et al., 2016).

On the other hand, other study has proven that young consumers who actually shop for secondhand clothes often perceive them as uncontaminated. Nevertheless, they stress the idea that sellers shall aim for ensuring customers that the items they are selling were clean and kept in optimal conditions (Yan et al., 2015). Concerning these hygiene and sanitary-related drivers, it is proposed that:

*H7. A fear of contamination or hygiene threats correlates negatively with attitude towards buying secondhand luxury fashion.*

## **2.5. ATTITUDE TOWARDS BUYING AND INTENTION TO BUY SECONDHAND LUXURY FASHION**

The Theory of Planned Behavior can be evoked as a rather relevant framework to analyze the determinants of consumers' intention to buy secondhand luxury items. It adds to the Theory of Reasoned Action a component of perceived behavioral control – a person's perception of the ease or difficulty of performing a given behavior –, which effect in behavioral intention is now measured in parallel with the one of attitude – the degree to which a person has a favorable or unfavorable evaluation of the given behavior – and subjective norms – the belief about whether most people will approve or disapprove the behavior itself (Ajzen, 1991). This theory has been used among a wide range of consumer behavior topics, proving that a positive attitude towards a certain behavior indicates that one is more likely to effectively participate in it. Moreover, a recent study on attitudes towards buying secondhand clothing has also found a positive link between attitude and intention to buy these garments (Ek Styvén & Mariani, 2020). Therefore, it is stated that:

*H8. A positive attitude towards buying secondhand luxury fashion correlates with the intention to buy secondhand luxury fashion.*

## **2.6. ATTITUDE-BEHAVIOR GAP**

On an opposite side, other studies on sustainable consumption focus on and attitude-behavior gap, which can also be seen as a complimentary approach to the Theory of Planned Behavior in the context of this study. These gaps have not only been identified in areas such as sustainable transportation, where it was found that although consumers are concerned about the environmental performance of

products, namely electric vehicles, this often does not translate into actually purchasing them (Haider et al., 2019), but also among topics which are strongly related to the scope of this study, namely regarding the environmental motivations to go for secondhand luxury fashion items. Further studies have highlighted the gap between an environmental attitude and Eco-Apparel purchasing behavior (Perry & Chung, 2016), stated that environmental attitudes do not affect behavior in high-cost situations (Farjam et al., 2019), and, moreover, found also a gap between attitude and behavior in buying recycled and upcycled fashion products (Park & Lin, 2020). Given this context, the following hypothesis was posted:

***H9.** Sustainability and ecological-related motivations correlate negatively with intention to buy secondhand luxury fashion.*

## **2.7. MODERATING EFFECTS**

When it comes to secondhand consumption, consumers with a specific lifestyle and a clear demographic description are rare to find (Ek Styvén & Mariani, 2020) and this conclusion extends also to green consumer segments (Pedersen & Neergaard, 2006). However, some studies evoke gender, age, education and past experience as generators of relevant moderating effects, as explored in the following topics.

### **2.7.1. Gender**

Regarding gender, women are major players in the vintage and eco-fashion atmosphere, whereas men reveal lower levels of interest in these topics (Cervellon et al., 2012). Female consumers are also pointed out as more sensitive to green marketing efforts, in which we can include secondhand buying (Tanner & Kast, 2003). Thus:

***H10.** Gender (feminine) positively moderates the positive influence of sustainability on attitude towards buying secondhand luxury fashion.*

### **2.7.2. Age**

Age, however, does not seem to hold a relevant moderating role, especially when it comes to environmental motives, where younger generations were expected to be more fond of (Ek Styvén & Mariani, 2020). Nevertheless, young consumers are pointed out as being a major driver for the growing popularity of secondhand clothing in the United States (Xu et al., 2014). Thus:

***H11.** Age negatively moderates the positive influence of sustainability on attitude towards buying secondhand luxury fashion.*

### 2.7.3. Education

In what concerns education, a recent study has shown that the level of education does not play, as well, a strong moderating role (Ek Styvén & Mariani, 2020), contrarily to what was proven by earlier studies which have mentioned that the purchase intention of secondhand clothing items is stronger among highly-educated consumers, and that educated people are often more concerned about ecological issues and, therefore, tend to buy from unconventional market channels (Cervellon et al., 2012; Guiot & Roux, 2010). Thus:

**H12.** Education positively moderates the positive influence of sustainability on attitude towards buying secondhand luxury fashion.

### 2.7.4. Past experience

Finally, and contrarily to the other moderators that were previously presented, past experience of buying secondhand items was proven to have a strong influence on the motivation and effective behavior towards buying secondhand clothes (Lang & Joyner Armstrong, 2018), namely across the sustainability and distance from the consumption system dimensions (Ek Styvén & Mariani, 2020). Thus:

**H13.** Past experience positively moderates the positive influence of sustainability on attitude towards buying secondhand luxury fashion.

## 2.8. RESEARCH MODEL

Taking into consideration the information collected through literature review and the hypothesis that were formulated from it, a graphical representation of the research model was made in order to organize the constructs according to the relationships between them.

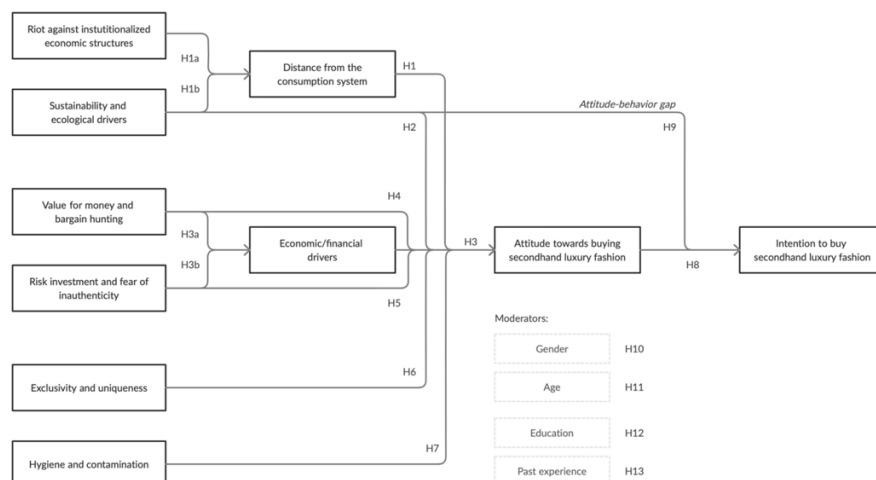


Figure 1 - Research model

### 3. METHODOLOGY

The present research was based on a quantitative tool – enabled by the web-based platform Qualtrics – which was bound to assess relationships between the constructs presented previously in the research model, for which a sample of related items were generated and can be found in Appendix 1. These same scales have approached not only the general attitude towards buying secondhand luxury fashion and the subsequent intention to buy it (Ek Styvén & Mariani, 2020), but also the constructs that precede these end ones: distance from the traditional consumption system (Ek Styvén & Mariani, 2020; Joung & Park-Poaps, 2013; Lang & Joyner Armstrong, 2018; Turunen & Leipämaa-Leskinen, 2015), rioting against institutionalized economic structures (Guiot & Roux, 2010), sustainability and other environmental drivers (Cervellon et al., 2012; Guiot & Roux, 2010; Gullstrand Edbring et al., 2016; Lang & Joyner Armstrong, 2018; Morgan & Birtwistle, 2009; Pagiaslis & Krontalis, 2014; Pal & Gander, 2018; Tanner & Kast, 2003; Xu et al., 2014), economic and financial drivers (Benoit et al., 2017), value for money (Cervellon et al., 2012; Gullstrand Edbring et al., 2016; Hamari et al., 2016; Joung & Park-Poaps, 2013; Petrescu & Bhatli, 2013; Turunen & Leipämaa-Leskinen, 2015; Yan et al., 2015), risk investment and fear of inauthenticity (Turunen & Laaksonen, 2011; Turunen & Leipämaa-Leskinen, 2015; Wilcox et al., 2009), uniqueness and exclusivity (Cervellon et al., 2012; Denegri-Knott & Molesworth, 2009; Ferraro et al., 2016; Gierl & Huettl, 2010; Petrescu & Bhatli, 2013; Turunen & Leipämaa-Leskinen, 2015; Xu et al., 2014; Yan et al., 2015), and hygiene and contamination (Gullstrand Edbring et al., 2016; Yan et al., 2015). For each dimension, a variable number of items was drawn, according to the richness of the information that was possible to collect through literature review.

Regarding *Distance from the consumption system*, the goal was not only to understand if the respondents saw this type of consumption as a means of generating that gap (e.g., “Shopping for secondhand luxury fashion poses a strong critique to consumerism as a whole”), but also to assess if this was rooted either in a willingness to riot against institutionalized economic structures (e.g., “Distancing from the standard consumption system embodies rioting against institutionalized economic structures”) or in sustainability and ecological-related drivers (e.g., “Distancing from the standard consumption system embodies mainly ethical and ecological concerns rooted in recycling and/or anti-waste behaviors”).

Economic and financial drivers were also divided into two subdimensions: *Value for money and bargain hunting* (e.g., “Shopping for secondhand luxury fashion means instant money savings”) and *Risk investment and fear of inauthenticity* (e.g., “When it comes to secondhand luxury fashion, I fear the possibility of acquiring counterfeit or inauthentic products”).

The dimensions that embodied *Exclusivity and uniqueness* (e.g., “I foresee shopping for secondhand luxury fashion as a means to find limited editions and classic/vintage items that are no longer produced”) and *Hygiene and contamination* (e.g., “Secondhand luxury fashion items can often be contaminated”) drivers were assessed individually through a series of items collected directly from relevant studies on these topics.

Finally, *Attitude and Intention to buy secondhand luxury fashion*-related items were posed in a more direct way, in accordance with what previous studies have built (Ek Styvén & Mariani, 2020).

In order to assess the moderating effects of gender, age, education and past experiences, the survey contained direct sections where one was asked to state, respectively, one's gender, age, educational level and whether they have bought a secondhand luxury fashion item before.

Items have been assessed according to a seven-point Likert scale which reflect the level of agreement with the given sentence regarding the respondent's experience on secondhand hand luxury shopping. Respondents were also informed, at the beginning of the survey, of its purpose and expected time of completion, while items were posed always in an affirmative way as a means of not generating any misunderstanding in its comprehension.

### **3.1. SAMPLE AND DATA COLLECTION**

The present survey was applied to a sample that not only has proven interest on the subject of this research, but is also heterogeneous enough in terms of the moderating effects (age, gender, education, and past experience) that are to be assessed in this study.

As the market for secondhand luxury items is not that mainstream in Portugal, the present research will take advantage of the databases of national platforms that operate in this specific area, such as *Quartier Latin*, *La Petite Coquette*, or *Closet Uup*, in order to pursue a more accurate approach on the topic.

Moreover, in order to meet up with the requirements in terms of sample size and its heterogeneity – namely, to get information from people who do not entail any type of past experience regarding this type of consumption – the survey link was also shared via Facebook posts, Instagram stories and WhatsApp groups, having reached a series of acquaintances that composed the sample described in Chapter 4.

The full version of the survey can be found in Appendix 2. The survey was written in Portuguese, since that was thought to be the native language of all respondents. It started with the consent, followed by a simple question that assessed the respondent's past experience, blocks of sentences organized by the dimension they referred to, and finally three straight-forward questions in which they would indicate their age, educational level and gender.

## 4. RESULTS AND DISCUSSION

The statistical analysis has involved measures of both descriptive (absolute and relative frequencies, averages and their respective standard deviations) and inferential statistics. Regarding inferential statistics, Cronbach's alpha coefficient of internal consistency, Pearson's correlation coefficient, Student's t test for one sample and moderation analysis were used. To avoid multicollinearity effects, moderations were performed with centered independent variables. The significance level for rejecting the null hypothesis was set at  $(\alpha) \leq .05$ .

The statistical analysis was performed using SPSS (Statistical Package for the Social Sciences) version 27 for Windows and Andrew F. Hayes' macro for SPSS, PROCESS v4.0.

### 4.1. SAMPLE CHARACTERIZATION

Data was collected among the information provided by 206 respondents, whose average age was of 35,5, ranging from a minimum of 20 to a maximum of 66. The majority of the respondents were female (76,7%) and had academic qualifications at a postgraduate, master's or doctoral level (50,5%).

Table 1 - Sociodemographic characterization (N=206).

	N	%
Age (M; SD)	35,5	11,2
Gender		
Feminine	158	76,7
Masculine	48	23,3
Qualifications		
High School	29	14,1
Bachelor's degree	73	35,4
Postgraduate, Master's or Doctorate degree	104	50,5

### 4.2. RESULTS

The internal consistency of the constructs used in this study, analyzed through Cronbach's Alpha internal consistency coefficient, ranged from a minimum of .625 – weak, but acceptable – in the *Value for Money* dimension to a maximum of .793 – reasonable – in the *Sustainability* dimension. The categorization of Alpha values follows what was referenced by Hill & Hill (2014).

Table 2 - Internal consistency of the constructs

	Cronbach's Alpha	Number of items
Distance from the consumption system	.655	3
Economic and financial drivers	.757	8
Intention to buy	.719	2
Sustainability and ecological drivers	.793	2
Value for money	.625	4
Risk investment	.758	4
Exclusivity and uniqueness	.704	8
Higylene and contamination	.765	2

Descriptive statistics of the values obtained in the constructs can be seen in table 3. In this table, the minimum and maximum values, means and respective standard deviations are indicated. The value for the *Attitude towards buying secondhand luxury fashion* is high as it is significantly higher than the midpoint of the rating scale (4),  $t(205) = 6.528, p < .001$ . The *Intention to buy secondhand luxury fashion* is low as it is significantly lower than the midpoint of the rating scale (4),  $t(205) = -15.533, p < .001$ .

Table 3 - Descriptive statistics

	Minimum	Maximum	Mean	Std. Deviation
Distance from the consump(...)	1,00	7,00	4,45	1,42
Attitude towards buying (...)	1,00	7,00	4,81	1,79
Riot against institutionalized (...)	1,00	7,00	4,03	1,78
Sustainability and ecological-(...)	1,00	7,00	5,41	1,68
Economic and financial (...)	1,00	7,00	5,20	1,64
Value for money and bargain (...)	1,00	7,00	4,07	1,21
Risk investment	1,00	7,00	4,63	1,37
Exclusivity and uniqueness (...)	1,00	6,25	3,70	,98
Hygiene and contamination	1,00	7,00	2,42	1,39
Intention to buy secondhand (...)	1,00	6,50	2,81	1,09

In table 4, it is possible to appreciate the correlation coefficients between the variables that compose the present study. These are generally significant coefficients.

Table 4 – Correlations between variables

	1	2	3	4	5	6	7	8	9
1 Distance from (...)	--								
2 Attitude to(...)	,25***								
3 Riot against (...)	,33***	,13							
4 Sustainability (...)	,22**	,09	,20**						
5 Economic and (...)	-,04	,15*	,19**	,01					
6 Value for mo(...)	,13	,09	,11	-,18**	,43***				
7 Risk investment	,00	,06	-,10	-,19**	,08	,41***			
8 Exclusivity (...)	,20**	,30***	,18*	,07	,25***	,18*	,15*		
9 Hygiene (...)	-0,04	-,32***	-,11	-,18*	-,06	,13	,21**	-,01	
10 Intention to (...)	,22**	,26***	,07	,10	-,06	,03	,04	,14	,36***

\*  $p \leq .05$  \*\*  $p \leq .01$  \*\*\*  $p \leq .001$

### 4.3. HYPOTHESIS TESTING AND DISCUSSION

**H1.** *The willingness to generate distance from the traditional consumption system correlates with attitude towards buying secondhand luxury fashion.*

The correlation coefficient between *Distance from the traditional consumption system* and *Attitude towards buying secondhand luxury fashion* is positive, weak and statistically significant ( $r = .253$ ,  $p < .001$ ). As the correlation coefficient is positive, this means that as the distance from the traditional consumption system increases, so does the positive attitude towards buying secondhand luxury fashion. Thus, the stated hypothesis is confirmed.

Table 5 - Correlation between *Distance from the traditional consumption system* and *Attitude towards buying secondhand luxury fashion*

	Attitude towards buying secondhand luxury fashion
Distance from the traditional consumption system	.253***

\*  $p \leq .05$  \*\*  $p \leq .01$  \*\*\*  $p \leq .001$

According to these results, it is possible to conclude that one's willingness to distance oneself from the conventional consumption structures and systems contributes positively to one's attitude towards buying secondhand luxury fashion items, solidifying what was found in previous studies (Ek Styvén & Mariani, 2020; Joung & Park-Poaps, 2013; Lang & Joyner Armstrong, 2018).

**H1a.** *Rioting against conventional and institutionalized economic structures correlates with distancing from the regular consumption system as a motivation to buy secondhand luxury fashion.*

The correlation coefficient between *Distance from the traditional consumption system* and *Rioting against conventional and institutionalized economic structures* is positive, weak and statistically significant ( $r = .329, p < .001$ ). As the correlation coefficient is positive, it means that as *Rioting against conventional and institutionalized economic structures* increases, so does the *Distance from the traditional consumption system*. Thus, the stated hypothesis is confirmed.

Table 6 - Correlation between *Distance from the traditional consumption system* and *Rioting against conventional and institutionalized economic structures*

	Rioting against conventional and institutionalized economic structures
Distance from the traditional consumption system	.329***

\*  $p \leq .05$  \*\*  $p \leq .01$  \*\*\*  $p \leq .001$

**H1b.** *Ethical and ecological concerns correlate with distancing from the regular consumption system as a motivation to buy secondhand luxury fashion.*

The correlation coefficient between *Distance from the traditional consumption system* and *Ethical and ecological concerns* is positive, weak and statistically significant ( $r = .215, p = .002$ ). As the correlation coefficient is positive this means that as *Ethical and ecological concerns* increase also does the *Distance from the traditional consumption system* increases. Thus, the stated hypothesis is confirmed.

Table 7 - Correlation between *Distance from the traditional consumption system* and *Ethical and ecological concerns*

	Ethical and ecological concerns
Distance from the traditional consumption system	.215**

\*  $p \leq .05$  \*\*  $p \leq .01$  \*\*\*  $p \leq .001$

Regarding hypothesis H1a and H1b, it is possible to conclude that both the ethical and ecological concerns and the willingness to riot against institutionalized economic structures are ways to ensure a certain distance from the regular consumption systems, as per what was found in previous studies on this field (Turunen & Leipämaa-Leskinen, 2015).

**H2. Sustainability and ecological-related motivations correlate with attitude towards buying secondhand luxury fashion.**

The correlation coefficient between *Sustainability and ecological-related motivations* and *Attitude towards buying secondhand luxury fashion* is not statistically significant, ( $r = .090$ ,  $p = .198$ ). The stated hypothesis is not confirmed.

Table 8 - Correlation between *Sustainability and ecological-related motivations* and *Attitude towards buying secondhand luxury fashion*

	Attitude towards buying secondhand luxury fashion
Sustainability and ecological-related motivations	.090

Although several studies have shown that the act of buying secondhand items is strongly related to a sense of consciousness towards environmental and ecological-related topics (Hamari et al., 2016; Turunen & Leipämaa-Leskinen, 2015; Yan et al., 2015), this study has shown that the relationship between these two constructs is not so relevant.

**H3. Economic and financial drivers correlate with attitude towards buying secondhand luxury fashion.**

The correlation coefficient between *Economic and financial drivers* and *Attitude towards buying secondhand luxury fashion* is positive, very weak and statistically significant ( $r = .145$ ,  $p = .038$ ). As the correlation coefficient is positive, it means that as the *Economic and financial drivers* increase, so does the positive *Attitude towards buying secondhand luxury fashion*. Thus, the stated hypothesis is confirmed.

Table 9 - Correlation between *Economic and financial drivers* and *Attitude towards buying secondhand luxury fashion*

	Attitude towards buying secondhand luxury fashion
Economic and financial drivers	.145*

\*  $p \leq .05$  \*\*  $p \leq .01$  \*\*\*  $p \leq .001$

According to what several studies on this topic have previously shown, economic and financial drivers generally stand behind a positive attitude towards buying secondhand items (Benoit et al., 2017; Gullstrand Edbring et al., 2016; Hamari et al., 2016; Joung & Park-Poaps, 2013; Turunen & Leipämaa-Leskinen, 2015), though in a weaker way than expected.

**H3a.** *Value for money and bargain hunting possibilities correlate with economic and financial drivers as motivations to buy secondhand luxury fashion.*

The correlation coefficient between *Value for money and bargain hunting* and *Economic and financial drivers* as motivations to buy secondhand luxury fashion is positive, moderate and statistically significant ( $r = .431, p < .001$ ). As the correlation coefficient is positive, this means that as *Value for money and bargain hunting* possibilities increase, so do the *Economic and financial drivers* as motivations to buy secondhand luxury fashion. Thus, the stated hypothesis is confirmed.

Table 10 - Correlation between *Value for money and bargain hunting* and *Economic and financial drivers*

	Economic and financial drivers
Value for money and bargain hunting	.431***

\*  $p \leq .05$  \*\*  $p \leq .01$  \*\*\*  $p \leq .001$

**H3b.** *A risky financial environment related to product inauthenticity correlates with economic and financial drivers as motivations to buy secondhand luxury fashion.*

The correlation coefficient between *Risk investment* – related to product inauthenticity – and *Economic and financial drivers* as motivations to buy secondhand luxury fashion is not statistically significant ( $r = .079, p = .258$ ). The stated hypothesis is not confirmed.

Table 11 - Correlation between *Risk investment* and *Economic and financial drivers*

	Economic and financial drivers
Risk investment	.079

Regarding hypothesis H3a and H3b, it was possible to conclude that, when going through the two dimensions that integrate these economic and financial drivers, value for money and bargain hunting possibilities embody a stronger weight than the fear of making an unworthy investment, which was proven not to have statistical relevance. Therefore, it was not possible to sustain the findings that assess the risky investments associated with secondhand luxury buying as a means of diminishing their positive attitude towards this type of consumption (Turunen & Leipämaa-Leskinen, 2015).

**H4.** *Value for money and bargain hunting possibilities correlate with attitude towards buying secondhand luxury fashion.*

The correlation coefficient between *Value for money and bargain hunting* and *Attitude towards buying secondhand luxury fashion* is not statistically significant, ( $r = .089$ ,  $p = .205$ ). The stated hypothesis is not confirmed.

Table 12 - Correlation between *Value for money and bargain hunting* and *Attitude towards buying secondhand luxury fashion*

	Attitude towards buying secondhand luxury fashion
Value for money and bargain hunting	.089

Although several studies stated that the act of buying secondhand items is strongly related to the possibility of saving money (Gullstrand Edbring et al., 2016; Hamari et al., 2016; Joung & Park-Poaps, 2013), results have shown that the relationship between this motivation and the attitude towards buying secondhand luxury fashion is not statistically relevant.

**H5.** *A risky financial environment related to product inauthenticity correlates negatively with attitude towards buying secondhand luxury fashion.*

The correlation coefficient between *Risk investment* – related to product inauthenticity – and *Attitude towards buying secondhand luxury fashion* is not statistically significant, ( $r = .065$ ,  $p = .356$ ). The stated hypothesis is not confirmed.

Table 13 - Correlation between *Risk investment* and *Attitude towards buying secondhand luxury fashion*

	Attitude towards buying secondhand luxury fashion
Risk investment	.065

The financial and reputational risks previously evoked by another study (Turunen & Leipämaa-Leskinen, 2015) were also found not to be as relevant as expected in what comes to the attitude towards buying secondhand luxury fashion items, according to the given results.

**H6.** *The willingness to be exclusive and unique correlates with attitude towards buying secondhand luxury fashion.*

The correlation coefficient between *Exclusivity and uniqueness* and *Attitude towards buying secondhand luxury fashion* is positive, moderate and statistically significant ( $r = .299, p < .001$ ). As the correlation coefficient is positive, this means that as the willingness to be exclusive and unique increases, so does the positive *Attitude towards buying secondhand luxury fashion*. Thus, the stated hypothesis is confirmed.

Table 14 - Correlation between *Exclusivity and uniqueness* and *Attitude towards buying secondhand luxury fashion*

	Attitude towards buying secondhand luxury goods
Exclusivity and uniqueness	.299***

\*  $p \leq .05$  \*\*  $p \leq .01$  \*\*\*  $p \leq .001$

The challenging quest to find items that are no longer produced or sold as a means to develop an exclusive and unique style was proven to contribute positively to the attitude towards buying secondhand luxury goods, according to what several studies have previously mentioned (Cervellon et al., 2012; Gullstrand Edbring et al., 2016; Petrescu & Bhatli, 2013; Turunen & Laaksonen, 2011).

**H7.** *A fear of contamination or hygiene threats correlates negatively with attitude towards buying secondhand luxury fashion.*

The correlation coefficient between fear of contamination or hygiene threats – *Hygiene and contamination* – and *Attitude towards buying secondhand luxury fashion* is negative, moderate and statistically significant ( $r = -.316, p < .001$ ). As the correlation coefficient is negative, it means that as the fear of contamination or hygiene threats increases, the positive *Attitude towards buying secondhand luxury fashion is reinforced*. Thus, the stated hypothesis is confirmed.

Table 15 - Correlation between *Hygiene and contamination* and *Attitude towards buying secondhand luxury fashion*

	Attitude towards buying secondhand luxury fashion
Hygiene and contamination	-.316***

\*  $p \leq .05$  \*\*  $p \leq .01$  \*\*\*  $p \leq .001$

Although this was not a topic that was extensively brought up by previous authors (Gullstrand Edbring et al., 2016; Yan et al., 2015), this study has highlighted the negative effect that the fear of dealing with contaminated or unsanitary products has on one's attitude towards buying secondhand luxury goods.

**H8.** *A positive attitude towards buying secondhand luxury fashion correlates with the intention to buy secondhand luxury fashion.*

The correlation coefficient between the *Attitude towards buying secondhand luxury fashion* and *Intention to buy secondhand luxury fashion* is positive, moderate and statistically significant ( $r = .263$ ,  $p < .001$ ). As the correlation coefficient is positive, this means that as a positive *Attitude towards buying secondhand luxury fashion* increases, the *Intention to buy secondhand luxury fashion* also increases. Thus, the stated hypothesis is confirmed.

Table 16 - Correlation between *Attitude towards buying secondhand luxury fashion* and *Intention to buy secondhand luxury fashion*

	Intention to buy secondhand luxury fashion
Attitude towards buying secondhand luxury fashion	.263***

\*  $p \leq .05$  \*\*  $p \leq .01$  \*\*\*  $p \leq .001$

The link between the attitude towards buying and the real intention to buy secondhand clothing that was validated previously by another study (Ek Styvén & Mariani, 2020) can be brought into the dimension of luxury products too, according to what these results have shown. Moreover, there is also evidence that the Theory of Planned Behavior can be approached and validated in the context of this research topic (Ajzen, 1991).

**H9.** *Sustainability and ecological-related motivations correlates negatively with intention to buy secondhand luxury fashion.*

The correlation coefficient between *Sustainability and ecological-related motivations* and *Intention to buy secondhand luxury fashion* is not statistically significant, ( $r = .103$ ,  $p = .141$ ). The stated hypothesis is not confirmed.

Table 17 - Correlation between *Sustainability and ecological-related motivations* and *Intention to buy secondhand luxury fashion*

	Intention to buy secondhand luxury fashion
Sustainability and ecological-related motivations	.103

Although several studies have shown that embodying a pro-environmental attitude often does not translate into having a positive intention to buy either eco-apparel (Perry & Chung, 2016), recycled or upcycled fashion items (Park & Lin, 2020), or even higher-cost items, such as secondhand luxury goods (Farjam et al., 2019), results have demonstrated that there is not any relevant connection between these two dimensions.

**H10.** *Gender (feminine) positively moderates the positive influence of sustainability on attitude towards buying secondhand luxury fashion.*

The interaction between *Gender* and *Sustainability and ecological-related motivations* is not a significant moderator ( $B = .31, p = .06$ ) between *Sustainability and ecological-related* and *Attitude towards buying secondhand luxury fashion*. The stated hypothesis is not confirmed.

Table 18 - Moderation effects of gender

	B	SE
Sustainability and ecological-related motivations	.066	.07
Gender	.33	.29
Interaction	-.31	.16

Even though some studies have shown that women are most likely to embark in eco-fashion efforts (Cervellon et al., 2012; Tanner & Kast, 2003), in which we can include secondhand luxury fashion consumption, results have demonstrated that gender does not play a relevant role in what comes to moderating the positive influence of sustainability on one's attitude towards buying secondhand luxury fashion.

**H11.** *Age negatively moderates the positive influence of sustainability on attitude towards buying secondhand luxury fashion.*

The interaction between *Age* and *Sustainability and ecological-related motivations* revealed to be a significant moderator ( $B = .01, p = .002$ ) between *Sustainability and ecological-related motivations* and *Attitude towards buying secondhand luxury fashion*. Age strengthens the positive relationship between *Sustainability and ecological-related motivations* and the *Attitude towards buying secondhand luxury*

*fashion*. In this way, when we move from low levels of sustainability to high levels of sustainability, the difference in the *Attitude towards buying secondhand luxury fashion* diminishes between the younger and older people. Thus, the stated hypothesis is confirmed.

Table 19 - Moderation effects of age

	B	SE
Sustainability and ecological-related motivations	.066	.07
Age	-.03**	.01
Interaction	.01**	.01

\*  $p \leq .05$  \*\*  $p \leq .01$  \*\*\*  $p \leq .001$

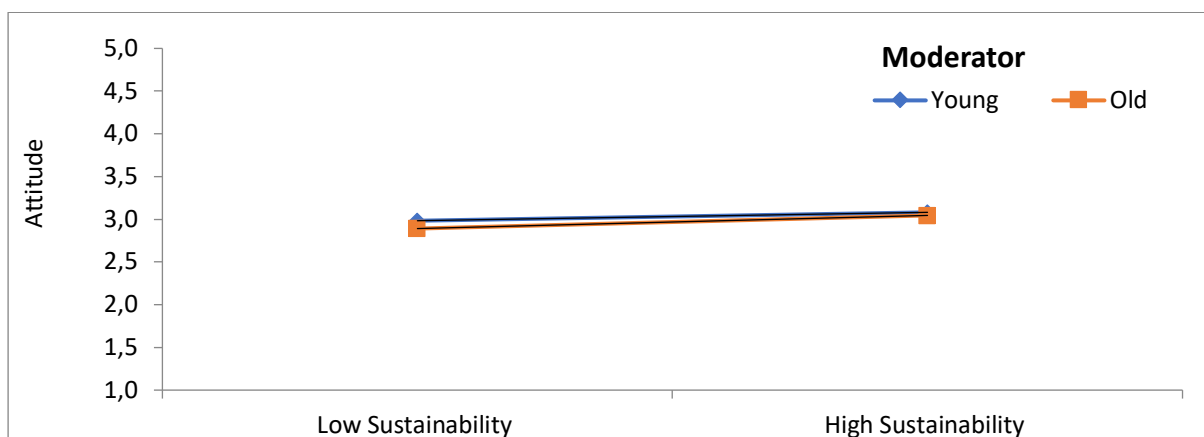


Figure 2 – Moderation effects of age

Previous studies did not attribute a strong role to age as a moderator when it comes to environmental motivations to buy secondhand luxury fashion (Ek Styvén & Mariani, 2020). Results have shown, however, that age plays its role when moderating the relationship between sustainability and ecological-related motivations and the attitude towards buying this type of items: in both high and low levels of sustainability, the younger half of the respondents have shown a more positive attitude towards buying secondhand luxury fashion items.

**H12.** *Education positively moderates the positive influence of sustainability on attitude towards buying secondhand luxury fashion.*

The interaction between *Education* and *Sustainability and ecological-related motivations* revealed to be a significant moderator ( $B = -.46$ ,  $p = .016$ ) between *Sustainability and ecological-related*

*motivations and Attitude towards buying secondhand luxury fashion.* Schooling dampens the positive relationship between *Sustainability and ecological-related motivations and Attitude towards buying secondhand luxury fashion.* Thus, when we move from low levels of sustainability to high levels of sustainability, positive attitudes towards buying secondhand luxury fashion increase in subjects with a high school level education and slightly decrease in those with postgraduate, master or doctoral degrees. Thus, the stated hypothesis is confirmed.

Table 20 - Moderation effects of education

	B	SE
Sustainability	.38	.16
Bachelor's degree	-.44	.39
Master's degree	-.60	.38
Interaction 1	-.19	.20
Interaction 2	-.46*	.19

\*  $p \leq .05$  \*\*  $p \leq .01$  \*\*\*  $p \leq .001$

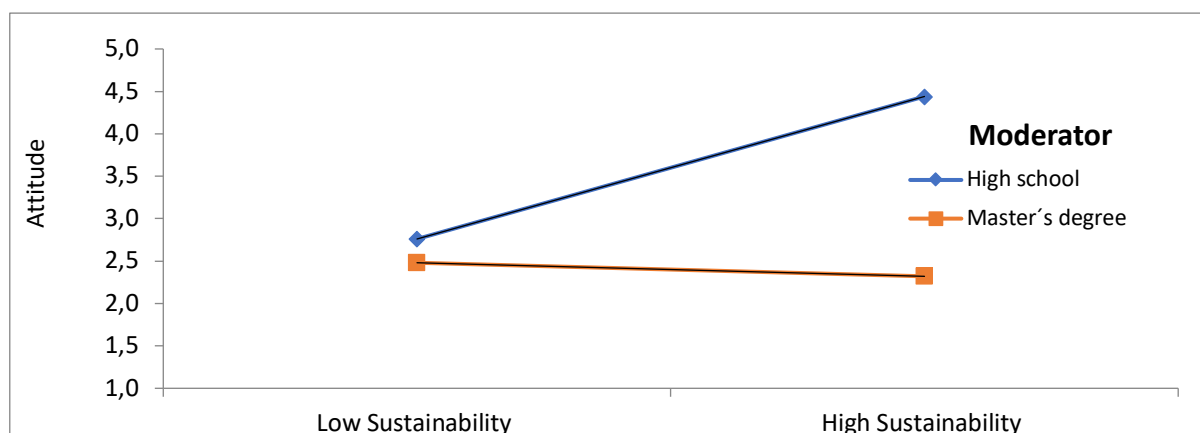


Figure 3 – Moderation effects of education

Past studies have either attributed a relevant (Cervellon et al., 2012; Guiot & Roux, 2010) or an irrelevant (Ek Styvén & Mariani, 2020) role to education as a moderator for the relationship between sustainability and ecological motivations and attitude towards buying secondhand luxury fashion. Nevertheless, results have shown the opposite of what the first study has stated: in higher levels of sustainability, respondents with lower educational levels have developed a more positive attitude towards buying secondhand luxury fashion than the ones with higher educational levels.

**H13.** *Past experience positively moderates the positive influence of sustainability on attitude towards buying secondhand luxury fashion.*

The interaction between *Past experience* and *Sustainability and ecological-related motivations* is not a significant moderator ( $B = -.010, p = .95$ ) between *Sustainability and ecological-related motivations* and *Attitude towards buying secondhand luxury fashion*. The stated hypothesis is not confirmed.

Table 21 - Moderating effects of past experience

	B	SE
Sustainability and ecological-related motivations	.09	.07
Past experience	.52	.29
Interaction	-.01	.18

From all the moderators with which this research is dealing, past experience was the most supported in previous studies (Ek Styvén & Mariani, 2020; Lang & Joyner Armstrong, 2018). However, results have shown its irrelevance as a moderator when dealing with both the referred dimensions.

## 5. CONCLUSIONS

Nowadays, the world is witnessing the emergence of new ways of consuming even the most traditional products, such as luxury goods. In Portugal, consumers are timidly following the trend of buying pre-loved luxury items; however, it is not possible to state that this trend is already in a mature stage of its development as it is, for instance, in countries such as the United States.

Small businesses mostly founded by vintage or eco-friendly fashion enthusiasts are using cost-effective platforms – namely, social media – to sell pre-owned luxury items. Others may have opened the doors of a small store in downtown Porto or Lisbon. Either way they lack a voice and a communication strategy that could make them jump to the next level and raise awareness on this type of consumption.

### 5.1. THEORETICAL IMPLICATIONS

Few academic studies have focused on this topic, yet it was possible to recognize from the existing literature some dimensions that emerge when assessing consumer motivations towards buying secondhand luxury goods.

The willingness to generate distance from the traditional and institutionalized consumption system is one of them, and it is rooted in both a sense of rioting against these solid and mainstream structures and in sustainability and ecological drivers (Ek Styvén & Mariani, 2020; Guiot & Roux, 2010; Joung & Park-Poaps, 2013; Lang & Joyner Armstrong, 2018). The present study has shown that these two are valid motivations to generate such distance, and has proven that this sense of distancing has a positive influence in one's attitude towards buying this kind of products.

Nevertheless, sustainability drivers alone have not been revealed as significant when assessing this type of consumption through the lens of this research, going against what some of the most relevant studies in this field have shown (Gullstrand Edbring et al., 2016; Turunen & Leipämaa-Leskinen, 2015; Yan et al., 2015). Regarding the moderating effects of gender, age, education and past experience in the relationship between these sustainability-related drivers and the consumer's attitude towards buying secondhand luxury items – which was brought up by a few studies for being either slightly relevant or totally irrelevant (Cervellon et al., 2012; Ek Styvén & Mariani, 2020; Guiot & Roux, 2010; Lang & Joyner Armstrong, 2018; Tanner & Kast, 2003; Xu et al., 2014) –, this study has shown that gender and past experience do not play a part in this situation, whereas age and education may be assessed differently. Given the results, it is possible to verify that younger respondents and people with lower educational levels are more sensitive towards these ecological-related dimensions. This second finding actually brings up a new aspect that was never actually assessed by previous studies (Cervellon et al., 2012; Ek Styvén & Mariani, 2020; Guiot & Roux, 2010).

Regarding economic and financial drivers, there are two sides of the coin: the one that appeals to people who understand secondhand luxury consumption as a means of saving money when buying a luxury item (Benoit et al., 2017; Cervellon et al., 2012; Petrescu & Bhatli, 2013; Turunen & Leipämaa-Leskinen, 2015; Yan et al., 2015), and the one that stresses the fear that consumers have to buy a luxury good that is inauthentic, which is something that can happen when one is not buying it from a certified distributor of a certain brand (Turunen & Laaksonen, 2011; Wilcox et al., 2009). Results have

shown that this last dimension neither poses a strong relevance regarding economic and financial drivers themselves, nor positively influences one's attitude towards buying secondhand luxury fashion items. Value for money, however, is the strongest construct behind this sort of drivers, which were proven in general to have a weak yet positive influence in the attitude towards buying secondhand luxury fashion items.

People who want to build an exclusive and unique style find in pre-loved luxury items – namely the ones which are no longer sold or produced, such as vintage items or special/limited editions – a way of achieving it (Cervellon et al., 2012; Gullstrand Edbring et al., 2016; Petrescu & Bhatli, 2013; Turunen & Leipämaa-Leskinen, 2015). This study has shown that this dimension has a moderate influence in one's attitude towards buying secondhand luxury goods, dealing with situations such as product scarcity and frugality as triggers to buy this type of items, whereas excessive supply or demand are thought to be detractors to buy a luxury fashion item.

Although not being referred to as a motivation to buy this type of product by a big number of studies (Gullstrand Edbring et al., 2016; Yan et al., 2015), the present investigation has shown that consumers care about the sanitary conditions in which these items are held: the ones who either think that this type of fashion products is often contaminated or do not trust the sanitary conditions in which these items are passed on tend to develop a negative attitude towards buying them.

Finally, this research has proven that a positive attitude towards buying secondhand luxury fashion often translates into high levels of intention to buy this type of items, meaning that working around the motivations that build up one's attitude may be a great shortcut to achieve an actual sale. This finding strengthens what was found in previous studies (Ek Styvén & Mariani, 2020) and may pose as evidence for the Theory of Planned Behavior (Ajzen, 1991).

Having said that, and according to these findings, it is possible to understand secondhand luxury as a way to generate distance from the traditional and institutionalized consumption systems, a behavior that is also rooted in economic and financial drivers – being the opportunity to save money the most relevant one –, a means of developing and constructing a unique, exclusive and differentiated style – by adding to one's wardrobe items that are no longer available in the regular market –, and an exchange that must ensure acceptable levels of hygiene, especially as one is dealing with products with which one's body will be in touch.

## **5.2. PRACTICAL IMPLICATIONS**

According to the findings revealed by this research, it is possible to extract some practical conclusions that may help businesses operating in this industry to better channel their Marketing and communication efforts.

This study has shown that secondhand luxury fashion consumption may be interpreted as a means of showcasing a distancing attitude from the traditional ways of consuming, either through triggering a sense of rioting against those structures or even by associating it with an eco-social behavior. Fostering separate and alternative sales channels and communicating sustainability-related messages may be a way to achieve this and come closer to the ones who find this a rather relevant dimension. Youngsters

shall be assessed as a privileged target in this dimension, according to the findings of this study, since they are proven to be more sensitive to eco-related topics and messages.

More than finding ways to prove product authenticity and to tackle the threat of counterfeit items, businesses that operate in this industry should channel their efforts towards promoting *Value for money* deals, since this was proven to be a stronger economic motivation. Consumers generally expect a secondhand luxury item to be cheaper than a firsthand one, and some even associate this type of consumption with bargain hunting.

Nevertheless, and since consumers find in secondhand luxury marketplaces a way of acquiring items that are no longer sold or produced, and to develop a unique and exclusive style, sellers can be able to pursue a premium price when dealing with certain goods, such as vintage items or limited editions. Finding and showcasing those hidden and rare gems may be a way of attracting consumers who compare shopping for secondhand luxury fashion to treasure hunting.

Last, but not the least, the sanitary context in which this sort of products is kept and exchanged is also to be taken into consideration by sellers. Avoiding unhygienic statuses and ensuring clean and tidy conditions should be a concern, as the non-observance of this aspect may detract consumers from choosing a given secondhand product.

## 6. LIMITATIONS AND RECOMMENDATIONS FOR FUTURE WORKS

It is always difficult to roam in unraveled waters and to be sure that we are heading in the right direction. This study has encountered a strong limitation already at its origin: the lack of studies and overall literature that had already explored the topic and the dimensions that may translate into motivations towards buying secondhand luxury goods. This has obviously brought up some issues during a preliminary stage of research, where the main goal was to identify those dimensions and to start developing an accurate and cohesive research model. This limitation has then spread its effect across the research method, since its content was developed from a limited source of information. Nevertheless, our interest in a given topic often leads us to dig as deep as possible in order to take steps forward in our research path.

Since the quantitative tool was built around statements that mirror their respective dimension, slight modifications on the construction of a mere sentence would have been sufficient to influence the results. Either way, these statements were thoroughly built around the content provided and stated by the scarce, previous literature. It is believed though that if more findings were available, the conclusions would be richer.

Approaching a population which was already aware of this type of consumption was also not an easy task, since this is not a mainstream buying process, at least in Portugal. If this study had collected the positions of a more relevant sample, maybe other – or deeper – conclusions would have figured in it. Nevertheless, these findings are true to a heterogeneous sample that contains a fair share of people who had already bought a secondhand luxury fashion item.

The plea now is to continue exploring this topic, as there are lots of research paths to follow. Assessing each of these dimensions individually may reveal richer information on the way they contribute to a positive or negative attitude towards buying secondhand luxury goods. Plus, carrying out exploratory research through interviews to relevant stakeholders on this topic may also help to better define these dimensions, or even to discover new ones that were never revealed before. The present research might have also benefited from further analysis through Structural Equation Modelling, an approach that would have been adopted, should there had not been some time and resource-related barriers.

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## 8. APPENDIX

### 8.1. APPENDIX 1 – SCALES

Variable	Item	Source
<b>Distance from the consumption system</b>	I foresee shopping for secondhand luxury fashion as a means of distancing from the conventional consumption system or even from overall materialism. Shopping for secondhand luxury fashion poses a strong critique to consumerism as a whole. Shopping for secondhand luxury fashion is a statement against overconsumption and all its negative social and environmental outcomes.	(Ek Styvén & Mariani, 2020; Joung & Park-Poaps, 2013; Lang & Joyner Armstrong, 2018)  (Turunen & Leipämaa-Leskinen, 2015)
<b>Riot against institutionalized economic structures</b>	Distancing from the standard consumption system embodies rioting against institutionalized economic structures.	(Guiot & Roux, 2010)
<b>Sustainability and ecological drivers</b>	Distancing from the standard consumption system embodies mainly ethical and ecological concerns rooted in recycling and/or anti-waste behaviors. I might consider modifying my consumption and disposal behaviors were I better informed about the environmental consequences of my current ones.  Shopping for secondhand luxury fashion is primarily a way of showcasing an eco-friendly statement.  Shopping for secondhand luxury fashion is a way of reducing levels of waste and environmental impact related to discarding behaviors.	(Guiot & Roux, 2010)  (Morgan & Birtwistle, 2009; Pagiaslis & Krontalis, 2014; Tanner & Kast, 2003) (Cervellon et al., 2012; Gullstrand Edbring et al., 2016; Xu et al., 2014)  (Lang & Joyner Armstrong, 2018; Pal & Gander, 2018)
<b>Economic and financial drivers</b>	Economic and financial drivers play the most important role when it comes to shopping for secondhand luxury fashion.	(Benoit et al., 2017)
<b>Value for money and bargain hunting</b>	The possibility of saving money is the most important economic driver regarding secondhand luxury fashion shopping.  I would buy secondhand luxury fashion items if I find them a bargain.  Shopping for secondhand luxury fashion means instant money savings.  The possibility of selling items at a higher price is what motivates me the most to buy secondhand luxury fashion.	(Gullstrand Edbring et al., 2016; Hamari et al., 2016; Joung & Park-Poaps, 2013) (Cervellon et al., 2012; Petrescu & Bhatli, 2013; Turunen & Leipämaa-Leskinen, 2015; Yan et al., 2015)  (Gullstrand Edbring et al., 2016; Hamari et al., 2016; Joung & Park-Poaps, 2013) (Turunen & Leipämaa-Leskinen, 2015)
<b>Risk investment and fear of inauthenticity</b>	The risk of purchasing a luxury fashion item that is inauthentic is the most important economic/financial driver regarding secondhand luxury fashion shopping. When it comes to secondhand luxury fashion, I fear the possibility of acquiring counterfeit or inauthentic products. There is a financial risk linked to buying secondhand luxury fashion items. I would get really upset if I would buy a secondhand luxury item and end up receiving a counterfeit one.	(Turunen & Leipämaa-Leskinen, 2015)    (Turunen & Laaksonen, 2011; Wilcox et al., 2009)
<b>Exclusivity and uniqueness</b>	I foresee shopping for secondhand luxury fashion as a means to find limited editions and classic/vintage items that are no longer produced. Shopping for secondhand luxury fashion is similar to treasure hunting. Through secondhand luxury fashion platforms, I can easily find unique items that are no longer produced. Product scarcity and frugality motivates me to buy a specific luxury item. Excessive supply or demand demotes me from buying a specific luxury item. I shop for secondhand luxury fashion items to stock them. I value the history (product biography) behind a given secondhand luxury item.  Shopping for secondhand luxury fashion is a means of self-gratification. Shopping for secondhand luxury fashion helps me to create a distinctive and unique style.	(Cervellon et al., 2012; Petrescu & Bhatli, 2013; Turunen & Leipämaa-Leskinen, 2015)   (Cervellon et al., 2012; Gierl & Huettl, 2010) (Denegri-Knott & Molesworth, 2009; McIntosh & Schmeichel, 2004) (Xu et al., 2014) (Ferraro et al., 2016; Yan et al., 2015)
<b>Hygiene and contamination</b>	Secondhand luxury fashion items can often be contaminated. I don't trust the sanitary conditions in which secondhand luxury fashion items are passed on to me.	(Gullstrand Edbring et al., 2016) (Yan et al., 2015)
<b>Attitude towards buying secondhand luxury fashion</b>	I'm fond of the idea of buying secondhand luxury fashion. I have a positive attitude towards buying secondhand luxury fashion items.	(Ek Styvén & Mariani, 2020)
<b>Intention to buy secondhand luxury fashion</b>	I am likely to choose a secondhand luxury fashion seller next time I need this type of item. In the future, I would prefer shopping for secondhand luxury items than for new ones.	(Ek Styvén & Mariani, 2020)

# Consumer Motivations to buy Secondhand Luxury Products

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Start of Block: Bloco de perguntas padrão

## MOTIVAÇÕES DE COMPRA DE ARTIGOS DE LUXO EM SEGUNDA MÃO

Car@ participante,

Este questionário é composto por 13 perguntas de resposta fechada (tempo médio de resposta: 7 minutos) e pretende avaliar motivações de compra de artigos de luxo em segunda mão para efeitos de uma dissertação de Mestrado da NOVA Information Management School.

Não há nenhum risco associado ao preenchimento deste questionário. Note que a sua participação é voluntária, pelo que pode fazê-lo ou não, e inclusive pode desistir de o preencher a qualquer momento. A informação recolhida é totalmente anónima e será trabalhada apenas para fins académicos. Se surgir alguma questão sobre o conteúdo deste questionário ou quiser fazer algum comentário adicional, não hesite em enviar um e-mail para [m20190101@novaims.unl.pt](mailto:m20190101@novaims.unl.pt), ao cuidado de Telmo Leal.

### Termo de Consentimento

Declaro que a minha idade é igual ou superior a 18 anos e que pretendo participar nesta investigação. Declaro que fui informad@ de que a minha participação neste estudo é voluntária, de que posso abandonar este processo a qualquer momento, sem qualquer tipo de penalização, e de que todos os dados são confidenciais.

- Sim, aceito responder ao questionário. (1)
- Não, não pretendo participar neste questionário. (2)

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Page Break

Já adquiriu algum artigo de luxo em segunda mão?

Sim (1)

Não (2)

End of Block: Bloco de perguntas padrão

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Start of Block: Bloco 1

Para si, comprar artigos de luxo em segunda mão...  
(1 - discordo totalmente; 7 - concordo totalmente)

é uma forma de nos distanciarmos do sistema de consumo convencional. (1)	▼ 1 (1) ... 7 (7)
representa uma forte crítica ao consumismo. (2)	▼ 1 (1) ... 7 (7)
é uma forma de nos afirmarmos contra os impactos sociais e ambientais do consumismo. (3)	▼ 1 (1) ... 7 (7)

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Para si, distanciar-se do sistema de consumo convencional está relacionado com...  
(1 - discordo totalmente; 7 - concordo totalmente)

uma revolta face às estruturas económicas institucionalizadas. (1)	▼ 1 (1) ... 7 (7)
preocupações éticas e ecológicas que se espelham em comportamentos que promovem a reciclagem e o combate ao desperdício. (2)	▼ 1 (1) ... 7 (7)

End of Block: Bloco 1

Start of Block: Bloco 2

Para si, comprar artigos de luxo em segunda mão...  
(1 - discordo totalmente; 7 - concordo totalmente)

é, sobretudo, uma forma de mostrar a nossa posição favorável face a temas ecológicos. (1)	▼ 1 (1) ... 7 (7)
é uma forma de reduzir os níveis de desperdício e o impacto ambiental associado a comportamentos de descartabilidade. (2)	▼ 1 (1) ... 7 (7)

End of Block: Bloco 2

Start of Block: Block 5

Para si, comprar artigos de luxo em segunda mão...  
(1 - discordo totalmente; 7 - concordo totalmente)

parte, sobretudo, de uma motivação económica/financeira. (1)	▼ 1 (1) ... 7 (7)
só faz sentido se me fizer poupar dinheiro. (2)	▼ 1 (1) ... 7 (7)
só faz sentido se encontrar verdadeiras "pechinchas". (3)	▼ 1 (1) ... 7 (7)
é um ato que associa a poupanças de dinheiro imediatas. (4)	▼ 1 (1) ... 7 (7)
só vale a pena se souber que posso vender esses artigos a um preço mais elevado. (5)	▼ 1 (1) ... 7 (7)

End of Block: Block 5

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Start of Block: Bloco 3

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Quando pensa em comprar artigos de luxo em segunda mão,  
(1 - discordo totalmente; 7 - concordo totalmente)

o que mais o demove é a possibilidade de estar a adquirir um bem inautêntico. (1)	▼ 1 (1) ... 7 (7)
receia a possibilidade de estar a adquirir um produto inautêntico ou falsificado. (2)	▼ 1 (1) ... 7 (7)
sente que há sempre um risco financeiro associado. (3)	▼ 1 (1) ... 7 (7)
a ideia de receber um produto falsificado deixa-o extremamente irritado. (4)	▼ 1 (1) ... 7 (7)

End of Block: Bloco 3

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Start of Block: Bloco 4

Para si, comprar artigos de luxo em segunda mão...  
(1 - discordo totalmente; 7 - concordo totalmente)

é uma forma de aceder a edições limitadas e/ou artigos clássicos e/ou vintage que já não se produzem. (1)	▼ 1 (1) ... 7 (7)
equipara-se a uma caça ao tesouro. (2)	▼ 1 (1) ... 7 (7)
é uma forma de auto-gratificação. (3)	▼ 1 (1) ... 7 (7)
ajuda a criar um estilo único e distinto. (4)	▼ 1 (1) ... 7 (7)

Concorda com as seguintes afirmações?  
(1 - discordo totalmente; 7 - concordo totalmente)

A escassez e frugalidade de um determinado artigo de luxo motiva-me a querer comprá-lo. (1)	▼ 1 (1) ... 7 (8)
A oferta ou procura excessiva de um determinado artigo de luxo demove-me de o querer comprar. (2)	▼ 1 (1) ... 7 (8)
Compro artigos de luxo em segunda mão para os armazenar e criar um stock. (3)	▼ 1 (1) ... 7 (8)
Valorizo a história e a biografia de um artigo de luxo em segunda mão. (4)	▼ 1 (1) ... 7 (8)

Concorda com as seguintes afirmações?  
(1 - discordo totalmente; 7 - concordo totalmente)

Os artigos de luxo em segunda mão estão associados a falta de higiene e contaminação. (1)	▼ 1 (1) ... 7 (7)
Não confio nas condições sanitárias nas quais me entregam um determinado artigo de luxo em segunda mão. (2)	▼ 1 (1) ... 7 (7)

Concorda com as seguintes afirmações?  
(1 - discordo totalmente; 7 - concordo totalmente)

Agrada-me a ideia de comprar artigos de luxo em segunda mão. (1)	▼ 1 (1) ... 7 (7)
Penso em optar por artigos de luxo em segunda mão da próxima vez que quiser comprar artigos de luxo, em geral. (2)	▼ 1 (1) ... 7 (7)
Prefiro comprar artigos de luxo em segunda mão do que em primeira mão. (3)	▼ 1 (1) ... 7 (7)

Page Break

GENDER Qual é o seu género?

▼ Masculino (1) ... Outro (3)



AGE Qual é a sua idade?

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EDUCATION Qual é o seu nível de escolaridade?

- Até ao Ensino Secundário (1)
- Licenciatura ou Bacharelato (2)
- Pós-Graduação, Mestrado ou Doutoramento (3)

End of Block: Bloco 4

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