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**An investigation of pre-owned luxury brand consumption**

By  
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Submitted in fulfilment of the requirements for the Degree of Doctor of Philosophy  
Adam Smith Business School  
College of Social Sciences  
University of Glasgow  
May 2023

## **Related Publications**

The list below includes information where the conceptual and empirical developments of this study have been published or presented at conferences.

### **Conference papers**

Lu, Y., Veloutsou, C., Duffy, K. 2020. Special Session: Investigating Pre-Loved Luxury Brand Consumption: An Abstract. In: Pantoja, F., Wu, S., Krey, N. (eds) *Enlightened Marketing in Challenging Times*. AMSWMC 2019. *Proceedings of the Academy of Marketing Science*. Springer, Cham.

Lu, Y., Veloutsou, C., Duffy, K. 2023. Investigating Pre-Loved Luxury Brand consumption: Forms: Structured Abstract. AMSWMC 2023. Kent, UK. July 12, 2023.

## **Abstract**

The explosive growth of markets for circulating pre-owned luxury brands increases the complexity of luxury branding and the resales of pre-owned luxury items, thus necessitating the study of consumption in this market. As a term, pre-owned luxury brand is composed of the words pre-owned, luxury, and brand, but it is essentially different from its components. This thesis aims to focus on the consumption of pre-owned luxury branded items and explores their role in brand relationships.

This thesis adopts an exploratory multi-method qualitative phenomenological design to address the research questions, based on three qualitative data-collection methods. Semi-structured interviews are first conducted to gain insight into pre-owned luxury consumption. Five systematic literature reviews are then conducted to synthesise the knowledge gained in prior studies that relate to the four research questions. After that, a netnographic approach is adopted to identify consumers' online opinions of pre-owned luxury consumption from selected public forums. Finally, the three sets of findings are triangulated to enhance the richness and trustworthiness of the findings.

The findings of this thesis first reveal that pre-owned luxury branded items have seven forms, namely, pre-owned luxury, pre-loved luxury, vintage luxury, second-hand luxury, luxury collectible, new-to-me luxury, and resale luxury. The findings then reveal thirteen themes of influential factors of pre-owned luxury consumption. The findings also uncover four themes regarding consumers' buying habits, and their online and offline channels used to acquire pre-owned luxury brands. The findings disclose the positive relationship between consumers and their pre-owned luxury brands, and their indicators.

This thesis makes both theoretical and managerial contributions. It clarifies the research objects for all studies related to pre-owned luxury consumption and uncovers the complexity of pre-owned possession consumption. It identifies the factors influencing pre-owned luxury consumption, recognises the value that contemporary consumers expect from luxury brands, and supports the positive relationship between luxury brand consumption and sustainability. It addresses the pre-owned luxury brand consumer segments and demonstrates the roles of these luxury brands in building positive consumer-brand relationships. Managerially, this thesis informs luxury brand managers of luxury branding strategies and helps luxury brand resellers realise their consumers' motivations and buying habits. Moreover, it provides implications for policymakers who are concerned about sustainability.

## Contents

<b>LIST OF TABLES .....</b>	<b>7</b>
<b>LIST OF FIGURES .....</b>	<b>9</b>
<b>ACKNOWLEDGEMENTS .....</b>	<b>10</b>
<b>AUTHOR'S DECLARATION.....</b>	<b>11</b>
<b>ABBREVIATIONS .....</b>	<b>12</b>
<b>CHAPTER 1 INTRODUCTION .....</b>	<b>13</b>
1.1 RESEARCH FOCUS .....	13
1.2 PRE-OWNED CONSUMPTION IN NON-LUXURY VS LUXURY .....	16
1.3 CURRENT STATUS OF RESEARCH ON PRE-OWNED LUXURY BRANDS .....	17
1.4 RESEARCH PURPOSE AND OBJECTIVES .....	19
1.5 RESEARCH METHODOLOGY .....	22
1.6 EXPECTED CONTRIBUTIONS .....	23
1.7 THESIS STRUCTURE.....	24
<b>CHAPTER 2 THEORETICAL BACKGROUND OF PRE-OWNED LUXURY CONSUMPTION .....</b>	<b>27</b>
2.1 INTRODUCTION.....	27
2.2 PRE-OWNED.....	28
2.2.1 <i>Defining pre-owned</i> .....	28
2.2.2 <i>Pre-owned possessions</i> .....	29
2.3 PRE-OWNED LUXURY BRAND .....	31
2.3.1 <i>Brand</i> .....	31
2.3.2 <i>Luxury brand</i> .....	33
2.3.3 <i>Defining pre-owned luxury brand</i> .....	34
2.3.4 <i>Comparing pre-owned luxury brand with luxury brand and brand</i> .....	35
2.4 RESEARCH GAPS .....	37
2.4.1 <i>Existing concerns on pre-owned luxury consumption</i> .....	38
2.4.2 <i>Gaps and research questions</i> .....	39
2.4.3 <i>Research contexts of previous studies</i> .....	44
2.5 CHAPTER SUMMARY .....	44
<b>CHAPTER 3 ANALYTICAL APPROACH.....</b>	<b>46</b>
3.1 INTRODUCTION.....	46
3.2 RESEARCH PARADIGM .....	46
3.3 RESEARCH DESIGN.....	49
3.3.1 <i>Research methods</i> .....	51
3.4 CONTEXT CHOICE .....	56
3.5 CHAPTER SUMMARY .....	58
<b>CHAPTER 4 METHODOLOGY - SEMI-STRUCTURED INTERVIEW .....</b>	<b>60</b>
4.1 INTRODUCTION.....	60
4.2 PARTICIPANT CHOICES.....	60
4.3 INDICATIVE INTERVIEW GUIDE.....	61
4.4 ETHICS IN CONTACTING THE RESEARCH.....	63
4.5 PARTICIPANT RECRUITMENT .....	64
4.6 PROFILE OF PARTICIPANTS .....	67
4.7 DATA ANALYSIS APPROACH.....	71
4.8 RIGOUR AND TRUSTWORTHINESS OF SEMI-STRUCTURED INTERVIEWS .....	74
4.9 CHAPTER SUMMARY .....	75
<b>CHAPTER 5 FINDINGS - SEMI-STRUCTURED INTERVIEW .....</b>	<b>77</b>
5.1 INTRODUCTION.....	77
5.2 FORMS AND MEANINGS OF PRE-OWNED LUXURY BRANDED ITEMS.....	77
5.2.1 <i>Theme 1: Forms of existence of pre-owned luxury brand</i> .....	78
5.3 INFLUENTIAL FACTORS ON PRE-OWNED LUXURY CONSUMPTION .....	88

5.3.1 Motivating factors (Theme 1): Economic concern .....	89
5.3.2 Motivating factors (Theme 2): Critical concern.....	93
5.3.3 Motivating factors (Theme 3): Brand-related concern.....	95
5.3.4 Motivating factors (Theme 4): Individual consumption experiential value concern .....	98
5.3.5 Motivating factors (Theme 5): Sentimental (emotional) value concern.....	103
5.3.6 Motivating factors (Theme 6): Self-identification concern .....	105
5.3.7 Motivating factors (Theme 7): Functionality concern .....	107
5.3.8 Motivating factors (Theme 8): Social value concern.....	109
5.3.9 Facilitating factors (Theme 1): Trustworthy source.....	112
5.3.10 Facilitating factors (Theme 2): Professional knowledge support .....	113
5.3.11 Hindering factor (Theme 1): Perception bias .....	115
5.3.12 Hindering factor (Theme 2): Extra uncertainty.....	116
5.4 CONSUMER'S PROFILES REGARDING THEIR BUYING HABITS .....	117
5.4.1 Theme 1: Economic value-oriented.....	118
5.4.2 Theme 2: Shopping habit-oriented .....	118
5.4.3 Theme 3: Product-oriented .....	120
5.4.4 Theme 4: Generation-oriented .....	121
5.5 TRADING CHANNELS OF PRE-OWNED LUXURY BRANDS.....	121
5.5.1 Theme 1: Online channel .....	122
5.5.2 Theme 2: Offline channel.....	123
5.6 RELATIONSHIP BETWEEN CONSUMERS AND THEIR PRE-OWNED LUXURY BRANDS .....	125
5.6.1 Theme 1: Positive consumer–brand relationship .....	125
5.7 CHAPTER SUMMARY .....	130
<b>CHAPTER 6 RESEARCH METHODOLOGY – SYSTEMATIC LITERATURE REVIEW .....</b>	<b>131</b>
6.1 INTRODUCTION.....	131
6.2 PROCEDURE FOLLOWED TO CONDUCT SYSTEMATIC LITERATURE REVIEW .....	131
6.3 DATA ANALYSIS APPROACH.....	138
6.4 RIGOUR AND TRUSTWORTHINESS OF THE SYSTEMATIC LITERATURE REVIEW .....	139
6.5 CHAPTER SUMMARY .....	140
<b>CHAPTER 7 FINDINGS - SYSTEMATIC LITERATURE REVIEW.....</b>	<b>142</b>
7.1 INTRODUCTION.....	142
7.2 EXISTING FORMS OF PRE-OWNED LUXURY BRANDS.....	142
7.2.1 Second-hand luxury .....	143
7.2.2 Vintage luxury .....	144
7.2.3 Luxury collectible .....	145
7.2.4 Pre-loved luxury brand.....	146
7.3 CONSUMERS' REASONS FOR ACQUIRING LUXURY BRANDS AND PRE-OWNED ITEMS .....	147
7.3.1 Factors influencing the acquisition of pre-owned luxury brands.....	147
7.3.2 Factors influencing the acquisition of luxury brands .....	157
7.3.3 Factors influencing the acquisition of pre-owned possessions .....	163
7.4 CONSUMPTION PATTERNS OF PRE-OWNED LUXURY BRANDS .....	170
7.4.1 Consumer profiles in terms of buying habits.....	171
7.4.2 Trading channels of pre-owned luxury brands.....	172
7.5 TYPES OF CONSUMER–BRAND RELATIONSHIPS .....	173
7.5.1 Inherent attributes of consumer–brand relationships.....	174
7.5.2 Two strong forms of consumer–brand relationship.....	175
7.5.3 Indicators of a strong positive consumer–brand relationship.....	181
7.6 CHAPTER SUMMARY .....	185
<b>CHAPTER 8 RESEARCH METHODOLOGY - NETNOGRAPHY.....</b>	<b>187</b>
8.1 INTRODUCTION.....	187
8.2 OVERALL PROCEDURE TO CONDUCT NETNOGRAPHY.....	187
8.3 DATA-COLLECTION OPERATION – IDENTIFICATION OF SITES OF INTEREST .....	188
8.4 DATA COLLECTION OPERATION – INVESTIGATIVE DATA COLLECTION .....	191
8.5 DATA COLLECTION OPERATION – IMMERSIVE DATA COLLECTION .....	195
8.6 ETHICAL CONSIDERATION.....	197
8.7 DATA ANALYSIS APPROACH.....	198
8.8 RIGOUR AND TRUSTWORTHINESS OF NETNOGRAPHY .....	199
8.9 CHAPTER SUMMARY .....	200

<b>CHAPTER 9 FINDINGS – QUALITATIVE NETNOGRAPHY .....</b>	<b>202</b>
9.1 INTRODUCTION.....	202
9.2 FORMS AND MEANINGS OF PRE-OWNED LUXURY BRANDED ITEMS.....	202
9.3 INFLUENTIAL FACTORS OF PRE-OWNED LUXURY CONSUMPTION .....	208
9.3.1 Motivating factors (Theme 1): Economic concern .....	209
9.3.2 Motivating factors (Theme 2): Critical concern.....	213
9.3.3 Motivating factors (Theme 3): Brand-related concern.....	216
9.3.4 Motivating factors (Theme 4): Individual consumption experiential value concern .....	222
9.3.5 Motivating factors (Theme 5): Sentimental value concern .....	226
9.3.6 Motivating factors (Theme 6): Self-identification concern .....	229
9.3.7 Motivating factors (Theme 7): Functionality concern .....	231
9.3.8 Motivating factors (Theme 8): Social value concern.....	234
9.3.9 Facilitating factors (Theme 1): Trustworthy source.....	236
9.3.10 Facilitating factors (Theme 2): Professional knowledge support .....	238
9.3.11 Hindering factors (Theme 1): Perception bias.....	240
9.3.12 Hindering factors (Theme 2): Poor condition.....	241
9.3.13 Hindering factors (Theme 3): Extra uncertainty.....	243
9.4 CONSUMER’S PROFILES REGARDING THEIR BUYING HABITS .....	245
9.4.1 Theme 1: Economic value oriented.....	245
9.4.2 Theme 2: Shopping habit oriented.....	247
9.4.3 Theme 3: Product oriented.....	248
9.5 TRADING CHANNELS OF PRE-OWNED LUXURY BRANDS.....	250
9.5.1 Theme 1: Online channel .....	250
9.5.2 Theme 2: Offline channel.....	251
9.6 RELATIONSHIP BETWEEN CONSUMERS AND THEIR PRE-OWNED LUXURY BRANDS .....	253
9.6.1 Theme 1: Positive consumer–brand relationship .....	253
9.7 CHAPTER SUMMARY .....	258
<b>CHAPTER 10: TRIANGULATION AND DISCUSSION .....</b>	<b>259</b>
10.1 INTRODUCTION.....	259
10.2 DATA TRIANGULATION PROCEDURE .....	259
10.3 DISCUSSION OF RESEARCH QUESTIONS .....	261
10.3.1 RQ1: To investigate meanings of potential different forms of pre-owned luxury brands ..	261
10.3.2 RQ2: To explore factors that influence consumers to choose pre-owned luxury brands...	272
10.3.3 RQ3: To identify consumption patterns of pre-owned luxury brands.....	290
10.3.4 RQ4: To recognise relationship between consumers and their pre-owned luxury brands.	298
10.4 CHAPTER SUMMARY .....	305
<b>CHAPTER 11: CONCLUSION.....</b>	<b>306</b>
11.1 INTRODUCTION.....	306
11.2 THEORETICAL CONTRIBUTIONS .....	306
11.3 PRACTICAL CONTRIBUTIONS .....	310
11.3.1 Implication for new luxury brand managers .....	310
11.3.2 Implication for pre-owned luxury resellers.....	312
11.3.3 Implication for policymakers.....	314
11.4 LIMITATIONS AND FUTURE RESEARCH DIRECTIONS.....	315
11.5 CHAPTER SUMMARY .....	316
<b>REFERENCE: .....</b>	<b>318</b>
<b>APPENDICES.....</b>	<b>346</b>
APPENDIX A. INDICATIVE INTERVIEW GUIDE FOR INTERVIEWING CONSUMERS.....	346
APPENDIX B. INDICATIVE INTERVIEW GUIDE FOR INTERVIEWING RETAILER.....	351
APPENDIX C. SELECTED LUXURY BRAND SAMPLE LIST.....	354
APPENDIX D: THE PRELIMINARY SCREENING RESULTS .....	356
APPENDIX E. EVALUATION OF DIFFERENT SITES.....	358
APPENDIX F. AN EXAMPLE OF IMMERSION JOURNALS (SCREENSHOTS).....	361

## List of Tables

Table 2.1 Characteristics of pre-owned luxury brand, luxury brand and brand .....	36
Table 3.1 Summary of interpretivism alignment with research design .....	49
Table 3.2 Summary of research objective alignment to research methods .....	56
Table 4.1 Indicative interview guide for interviewing consumers .....	62
Table 4.2 Indicative interview guide for interviewing retailers .....	63
Table 4.3 Participants' characteristics (Pre-owned luxury brand consumers and traders) in semi-structured interview .....	69
Table 4.4 Participants' characteristics (Pre-owned luxury brand traders and retailers) in semi-structured interview .....	70
Table 4.5 The trustworthiness of semi-structured interviews .....	75
Table 5.1 Forms and meanings of pre-owned luxury branded items .....	78
Table 5.2 Influential factors of pre-owned luxury consumption .....	89
Table 5.3 Pre-owned luxury brand consumers' profiles .....	117
Table 5.4 Trading channels of pre-owned luxury brands .....	122
Table 5.5 Indicators of positive consumer–brand relationship .....	125
Table 6.1 Procedures to select articles for systematic literature reviews .....	133
Table 6.2 Procedure of using content analysis to analyse identified literature .....	139
Table 6.3 The trustworthiness of systematic literature review data collection .....	140
Table 7.1 Summary of existing forms of pre-owned luxury brands .....	147
Table 7.2 Factors influencing the acquisition of pre-owned luxury brands .....	148
Table 7.3 Motivating factors of new luxury brand consumption in the literature .....	158
Table 7.4 Factors influencing the acquisition of second-hand items, vintage items, and collectibles .....	164
Table 7.5 Pre-owned luxury brand consumers' profiles in terms of buying habits .....	171
Table 7.6 Trading channels of pre-owned luxury brands .....	173
Table 7.7 Definitions of brand love in the literature .....	177
Table 7.8 Definitions of brand hate in the literature .....	180
Table 7.9 Indicators of strong consumer–brand relationships .....	182
Table 8.1 Netnography data-collection operations .....	188
Table 8.2 Evaluation of 15 potential social networking sites .....	190
Table 8.3 Evaluation method corresponding to each criterion .....	191
Table 8.4 List of identified threads on Purseblog forum .....	193
Table 8.5 The Netnography ethics evaluation process of this project .....	198



Table 8.6 Thematic analysis of netnography data.....	199
Table 8.7 The trustworthiness of netnography data collection .....	200
Table 9.1 Forms and meanings of pre-owned luxury branded items.....	203
Table 9.2 Summary of findings on influential factors of pre-owned luxury brand .....	209
Table 9.3 Pre-owned luxury brand consumers' profiles .....	245
Table 9.4 Trading channels of pre-owned luxury brands .....	250
Table 9.5 Indicators of positive consumer–brand relationship .....	253
Table 10.1 An explanation of the four levels of theme convergence.....	260
Table 10.2 Triangulated meanings of seven forms of pre-owned luxury brands .....	263
Table 10.3 Characteristics of six sub-forms of pre-owned luxury brands .....	272
Table 10.4 Triangulated influential factors of pre-owned luxury consumption .....	273
Table 10.5 Triangulated pre-owned luxury brand consumers' profiles of buying habits..	291
Table 10.6 Triangulated channels of trading/acquiring pre-owned luxury brands .....	291
Table 10.7 Triangulated consumers' relationship with their pre-owned luxury brands ....	299
Table 11.1 Findings with implications for different stakeholders .....	310

## List of Figures

Figure 1.1 Three components of pre-owned luxury brand.....	14
Figure 3.1 Summary of Multi-method qualitative phenomenological research design .....	50
Figure 4.1 Six-steps thematic analysis of interview data.....	72
Figure 4.2 Example of data structure (1st and 2nd order coding).....	74
Figure 7.1 Types of consumer–brand relationships determined by sentiment valence and passion intensity .....	175

## Acknowledgements

Many people supported me through this long PhD journey. First, I must thank my family members, especially my parents, who did their best to provide unconditional financial and emotional support for my decision at the time.

I also would like to thank my supervisors, Prof. Cleopatra Veloutsou and Dr Katherine Mary Duffy. Both of them support and encourage me by providing their professional knowledge, sincere communication as teachers and friends, and enthusiastic positive energy. You are the source of my faith and confidence in completing my PhD.

I would like to thank my colleagues and friends. As my colleagues, Alexandra, Ali, Lynn, Sergio, Victoria, Xi, and Yanina supported me with their expertise. As my sincere friends, Le, Zejin, Sijin, and many more accompanied me on this journey and picked me up during my lows. Without all of you, my PhD would have been very difficult to complete.

Also, I would like to thank the editor Debra, who helped to proofread my thesis to make it in a good shape for submission.

Finally, *“Life is a box of chocolates. You never know what you are gonna get...”*

## **Author's Declaration**

I declare that, except where explicit reference is made to the contribution of others, this dissertation is the result of my own work and has not been submitted for any other degree at the University of Glasgow or any other institution.

Signature:

Print name: YunJie Lu

## **Abbreviations**

CBR	Consumer–brand relationship
O.G.	Original gangster
PF	Purseblog forum
RQ	Research question
Sas	Sales associates
UK	United Kingdom
USA	United States of America

## CHAPTER 1 INTRODUCTION

### 1.1 Research context

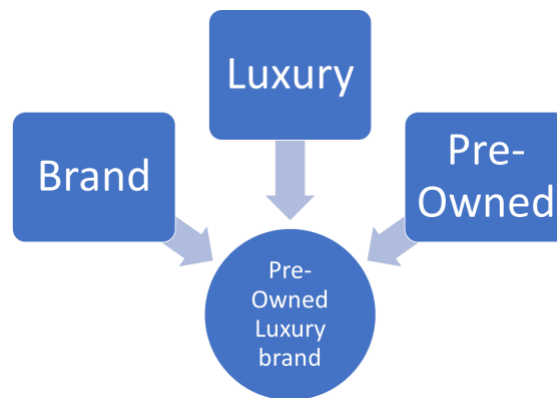
A focus on previously cherished luxury brands re-entering the market, known as pre-owned luxury brands, is distinguished by three prominent factors: potential colossal market capacity, challenges to new luxury branding, and the pressure brought to reselling. Firstly, the consumption of such luxury goods has become an inevitable and non-negligible trend (Stolz, 2022), reflected in the explosive growth in trading these goods (Statista, 2023). Industry data indicates that this specific type of luxury brand market was worth €20 billion in 2020; it has maintained an annual growth rate of 12% (Turunen et al., 2020), four times faster than new luxury transactions (Luxe.Digital, 2021a). As a top-10 global trend in 2021, consumers' increasing acceptance of pre-owned luxury items is removing the stigma associated with second-hand shopping and is driving peer-to-peer commerce (Euromonitor, 2022). Such an expanding market indicates a change in consumers' minds regarding the acceptance of luxury brands from secondary markets (Silva et al., 2022). The proliferation of this market necessitates the investigation into this phenomenon.

The purchase of pre-owned luxury brands has increased the complexity of new luxury branding, heightening the urgency of studying this phenomenon. These luxury branded offers are circulating in markets that are distinct from traditional luxury boutiques, such as consignment websites (Tu et al., 2022). Considering the market expansion, pre-owned luxury brands could even facilitate closer consumer–brand relationships than those with new luxury brands due to their extended lifecycle (Turunen et al., 2020). Luxury brands can easily lose control over the distribution and pricing of their products when these items enter secondary markets (Harpersbazaar, 2021). Although some luxury brands such as Gucci are embracing the practice of reselling (Financial times, 2021), most luxury brands are hesitant to do so, as they worry that this decision could cannibalise their new product sales and dilute their brand exclusivity (Luxe.Digital, 2021b). A study of pre-owned luxury consumption would be indispensable to guide luxury brand managers in harnessing this trend.

The rise of pre-owned luxury brands makes it necessary for participating resellers to understand how to facilitate peer-to-peer commerce. Lack of knowledge about the forms in which pre-owned luxury brands exist hinders resellers from sourcing them in the first place, as buying low-priced items and selling them at higher prices to earn the difference is the basic profit model for resellers (Tian et al., 2018). Recognising consumers' reasons for

acquiring pre-owned luxury brands can also help resellers to segment their consumers and cross-sell goods to them (Kessous and Florence, 2019). Selling the appropriate items to consumers who prefer them can help resellers quickly turn over their inventories. Considering the pressure on luxury brand reselling caused by the increase in pre-owned luxury brands, it is important to explore this consumption phenomenon.

Pre-owned luxury brands are studied as a stand-alone entity also because of their theoretical importance. As a term composed of the terms “pre-owned”, “luxury”, and “brand” (Figure 1.1), pre-owned luxury brands are both a sub-category of luxury brands and pre-owned possessions. Exploring pre-owned luxury brand consumption can help address the existing theoretical debates related to the complexity of pre-owned possession consumption, the contemporary value of luxury brands, and the development of consumer–brand relationships.



**Figure 1.1** *Three components of pre-owned luxury brand*

A study of the consumption of pre-owned luxury brands can first contribute to understanding the debate related to the complexity of pre-owned possession consumption. Some previous scholars have sought to directly associate the purchase of pre-owned possessions with economically marginalised consumers, who are obliged to purchase these items out of economic necessity (Guiot and Roux, 2010; Padmavathy et al., 2019). In contrast, other scholars believe that the study of pre-owned possessions as a broad classification cannot characterise their complexity (Cervellon et al., 2012; Cary et al., 2021). Since the value of these pre-owned possessions circulating in the secondary market can be altered and rebuilt (Hansen and Zotte, 2019), these items can evolve into various forms of existence, such as vintage (Abi et al., 2017), or collectors’ pieces (Spaid and Matthes, 2021). Consumers’ motivations for obtaining these possessions are also varied, such as for resale (Turunen and Poyry, 2019) or the pursuit of self-esteem (Cary et al., 2021). Consumers can also establish strong positive relationships with material possessions (Spaid, 2018), especially with luxury

branded items (Lastovicka and Sirianni, 2011). As a non-negligible sub-category of pre-owned possessions, these pre-owned luxury brands enjoy inherent characteristics such as a luxury brand reputation that could endow them with unique meanings when compared with the broad group of pre-owned possessions (Turunen et al., 2020). Thus, exploring pre-owned luxury brands can help uncover the complexity of pre-owned possession consumption.

Studying pre-owned luxury brands also helps one understand the controversy over the value that contemporary consumers expect from luxury brands. A long-held view is that consumers' acquisitions of luxury brands is about ownership of the traditional luxury brand values they desire, such as exclusivity and social status (Jain and Mishra, 2018; Kapferer and Florence, 2018; Roy et al., 2018). However, the importance of ownership to luxury brand consumers has been in dispute (Dion and Borraz, 2017), as some scholars believe that contemporary consumers are less concerned about the exclusive ownership of luxury brands, but prefer access-based luxury brands, such as portable technologies (Wang, 2022), which can help them quickly acquire the social relationships associated with them (Bardhi et al., 2012). The luxury branded possession itself, its ownership, and even the brand is regarded as less important to consumers (Bardhi et al., 2020). Another group of scholars believe that consumers' acquisition of luxury brands is motivated not only by obtaining the ownership of luxury brands (Kim et al., 2018; Lamberton and Goldsmith, 2020), but also by achieving competency-based value, such as learning and appreciating unique features of luxury brands (Wang, 2022). As a subcategory of luxury brands, pre-owned luxury brands could be regarded as a highly accessible form of luxury brands (Bardhi et al., 2020), because they circulate in a wide range of channels and can be easily acquired and resold more frequently than new luxury brands (Stolz, 2022). Studying the consumption of pre-owned luxury brands can help to understand the value consumers expect to obtain from acquiring such types of luxury brands, thereby contributing to understanding the theoretical debate around what value contemporary consumers expect from these brands.

Studying pre-owned luxury brands can also advance the theory development in consumer-brand relationship literature. Previous research has found that positive relationships can be established between consumers and brands (Carroll and Ahuvia, 2006; Ahuvia et al., 2021), especially with luxury brands (Goujot and Florence, 2022). Positive consumer-brand relationships have proved to be crucial to the branding process of luxury brands, as they can generate positive outcomes, such as brand loyalty (Kluge and Fassnacht, 2015). However, scholars have focused primarily on how consumers can establish relationships with new luxury brands and have largely ignored whether pre-owned luxury brands can contribute to



the development of consumer–brand relationships. As a widely existing sub-category of luxury brands, when pre-owned luxury brands re-enter the market, they can continue to convey their brand value to their new owners either positively or negatively (Veloutsou and Delgado-Ballester, 2018), thus affecting the luxury branding success (Hegner et al., 2017b; Hasan et al., 2018). Studying pre-owned luxury brands has the theoretical importance of enriching the understanding of their roles in building consumer–brand relationships.

## **1.2 Pre-owned consumption in non-luxury versus luxury**

As a sub-form of pre-owned consumption, the dominant logic of pre-owned luxury consumption can be different from that of pre-owned non-luxury consumption. Firstly, the dominant meaning of pre-owned luxury brands to consumers can be more elusive than that of pre-owned non-luxury possessions. Pre-owned luxury brands can be seen as contradictory and complex because of the conflicting meanings of luxury brands and pre-owned possessions (Fox, 2018; Rudawska et al., 2018). The dominant views in previous related studies tend to associate luxury brands with being an indulgence (Husain et al., 2022) rather than a necessity (Kowalczyk and Mitchell, 2022). On the contrary, prior scholars often associate pre-owned non-luxury possessions with sustainability (Hristova, 2019) and frugality (Sihvonen and Turunen, 2016). As a term combined by pre-owned possession and luxury brand, the ambiguous meaning of pre-owned luxury brands makes it unlikely that previous studies' findings regarding the consumption of pre-owned non-luxury possessions can accurately characterise this consumption behaviour (Moon et al., 2023).

Secondly, the dominant consumption motivations of pre-owned luxury brands are different from those of pre-owned non-luxury possessions, due to their different characteristics. For example, as a form of pre-owned non-luxury, vintage's fashion attribute is emphasised by scholars (Cervellon et al., 2012; Fischer, 2015), while vintage luxury is often characterised by high value and scarcity (Keim and Wagner, 2018), which appeals to different consumers (Turunen et al., 2020). Moreover, while pre-owned luxury brand consumption can satisfy consumers' social identity demand (Amatulli et al., 2018), this motivation is found to have little relevance to pre-owned non-luxury consumption (Guiot and Roux, 2010; Sihvonen and Turunen, 2016). Given the dominant consumption motivation differences, it seems that pre-owned luxury brand consumption can offer different functional, symbolic and experiential value to consumers compared to pre-owned non-luxury (Kessous and Florence, 2019).

Thirdly, the dominant channels in which to circulate pre-owned luxury brands are different from those catering to pre-owned non-luxury. Identified trading channels of pre-owned non-luxury items normally include online flea markets (Sihvonen and Turunen, 2016; Padmavathy et al., 2019) and thrift shops (Ferraro et al., 2016). By contrast, markets and platforms for circulating pre-owned luxury brands are varied – such as professional sales websites (Kessous and Florence, 2019), online selling groups (Turunen and Poyry, 2019), and specialised vintage settings (Cervellon and Vigreux, 2018), indicating that pre-owned luxury brand consumption takes various forms. The differences found in the circulation channels of pre-owned luxury brands and pre-owned non-luxury possessions imply that their consumer groups can also be different, thus necessitating the investigation of the consumption patterns of pre-owned luxury brands.

Lastly, the role of brand-related factors in influencing the consumption of pre-owned luxury brands and pre-owned non-luxury items is different. For instance, regarding pre-owned luxury brand consumption, brand loyalty was found to motivate consumers to acquire pre-owned luxury brands (Carey et al., 2018). Consumers who are loyal to specific luxury brands were found likely to develop further relationships with these brands by acquiring pre-owned possessions (Miller and Brannon, 2022). Conversely, the brand-related factors that drive consumers to purchase pre-owned non-luxury possessions are related mostly to the products' functional attributes and have less relevance to brand loyalty and consumer–brand relationships (Guiot and Roux, 2010; Ferraro et al., 2016). The role of the brand deserves attention as one of the reasons causing the dominant logic difference between pre-owned luxury brand consumption and pre-owned non-luxury consumption.

### **1.3 Current status of research on pre-owned luxury brands**

Noting the prominence of pre-owned luxury brands, academics have grappled with conceptualising them. Existing studies have examined four forms of pre-owned luxury brands, which are pre-loved luxury (Turunen and Leskinen, 2015), second-hand luxury (Turunen et al., 2020), vintage luxury (Amatulli et al., 2018), and luxury collectibles (Turunen and Leskinen, 2015). Among these, the term pre-loved luxury has been tacitly accepted as an umbrella term to include vintage luxury, second-hand luxury, and luxury collectibles (Silva et al., 2022). These three terms are regarded as parallel and interrelated, but not interchangeable (Turunen et al., 2020), and their conceptualisations draw heavily on definitions of second-hand goods, vintage items (Cervellon et al., 2012), and collectors' pieces (Belk, 1995), rather than from empirical studies. The lack of empirical research to

conceptualise these terms can call into question the appropriateness of using the term pre-loved luxury to generalise all luxury brands circulated in the second-hand market (Turunen et al., 2020). Consequently, the ambiguous uses of these terms have exposed previous scholars' findings to the risk of high unreliability and have siloed any progress that academics made into narrow streams of research.

Even though forms of pre-owned luxury brands remain unclear, some scholars have explored consumers' motivations for acquiring them (Amatulli et al., 2018). Consumers' acquisitions of pre-owned luxury brands were found to be driven by their sustainability concern (Turunen and Poyry, 2019), psychological value (Keim and Wagner, 2018), functional value (Stolz, 2022), and experiential value (Miller and Brannon, 2022). With such vast ambiguities in conceptualisations, inconsistencies among the motivators identified in different studies can be found (Chandon et al., 2016). For example, vintage luxury was found to refer to different subjects in different studies (Turunen and Leskinen, 2015; Amatulli et al., 2018), making their consumption motivations confusing for readers. Considering the paradoxical research status, this study proposes the broad term pre-owned luxury brand to include all luxury brands that circulated in the second-hand market as the research entity, to explore the consumption motivates related to it.

Existing studies also attempted to reveal the consumption patterns of pre-owned luxury brands, which include consumer profiles and trading channels. Several scholars directly classified consumers according to their consumption motivations (Amatulli et al., 2018; Kessous and Florence, 2019). For example, Keim and Wagner (2018) found high money consciousness as a motivator for vintage luxury consumption, concluding that consumers of vintage luxury are highly aware of cost and value. However, this backward classification method may not help in identifying consumers' buying habits. Consumers who are conscious about money may belong to different groups; for example, some are for saving money, while the others may pursue the pleasure of bargaining. Existing research does not explore consumer segments of pre-owned luxury brands. Regarding trading channels, although scholars have successfully recruited research participants from various pre-owned luxury markets, such as Facebook groups (Turunen and Poyry, 2019), there is no research to explore all potential trading channels for pre-owned luxury brands. Recognising these channels can provide luxury brand managers an overview of the pre-owned luxury markets and allow an understanding for resellers to source and sell their goods.

Another focus of the academic community is the relationship between consumers and pre-owned luxury brands. Scholars have used terms such as pre-loved luxury to imply the potential positive bond between consumers and pre-owned luxury brands (Turunen and Leskinen, 2015; Silva et al., 2022). Consumers were found to be emotionally attached to their pre-owned luxury brands (Kessous and Florence, 2019). Although these studies have noticed the hints of positive relationships between consumers and pre-owned luxury brands, such relationships have not been empirically explored, and further study is warranted. If consumers can develop positive relationships with pre-owned luxury brands, this can indicate that pre-owned luxury consumption may affect the luxury branding process.

Considering the co-existing challenges and opportunities in pre-owned luxury markets, the theoretical importance of studying pre-owned luxury brands as a category, and the shortcomings of existing research, it is imperative to study pre-owned luxury consumption.

#### **1.4 Research purpose and objectives**

Given the four research concerns, existing research gaps were summarised to guide the formation of research objectives. Firstly, the several not-well-defined terms used to study pre-owned luxury consumption (Ryding et al., 2017), such as pre-loved luxury, seem to be unrooted in reality (Turunen and Leskinen, 2015). These constructs can introduce questions about the rigour, accuracy, and practicability of findings of these studies. Secondly, the recognised influential factors of pre-owned luxury consumption seem to be neither comprehensive enough to cover all potential forms of pre-owned luxury brands, nor in agreement with each other (Chandon et al., 2016). Thirdly, whilst pre-owned luxury brands have been noticed circulating in various markets (Xu et al., 2022), their consumption patterns remain unclear (Kessous and Florence, 2019). Lastly, although prior studies have used terms such as pre-loved luxury to imply a positive relationship between consumers and their pre-owned luxury brands (Turunen and Leskinen, 2015), follow-up studies did not empirically investigate the existence of this relationship, not to mention its valence.

Identifying and conceptualising potential forms of pre-owned luxury brands is important in two aspects. Firstly, this can provide a clear basis for research on pre-owned luxury consumption, and while this is a popular research topic (Euromonitor, 2022), some scholars have acknowledged that the conceptualisation of pre-owned luxury brands is a gap in their academic research (Turunen et al., 2020), while others even avoid mentioning their definitions (Kessous and Florence, 2019; Silva et al., 2022). Considering the cornerstone

role of the term pre-owned luxury brand in related research, a deliberate conceptualisation of this term can improve the academic precision of the past research, thus positively affecting all future studies related to it, akin to a butterfly effect. Identifying various forms of pre-owned luxury brands can also help resellers of these items choose more accurate and appropriate terms to market them to their customers.

An exploration of the influential factors of pre-owned luxury consumption has both theoretical and practical importance. Theoretically, adoption of the broad term pre-owned luxury brand as a research entity helps to address the inaccuracy and sporadicity of previously identified motivators related to pre-owned luxury brands (Amatulli et al., 2018; Keim and Wagner, 2018). It is expected that this holistic exploration of influential factors can help address the inconsistencies in past studies, thereby alleviating readers' doubts. Practically, recognising consumers' buying motivations not only can help luxury brand managers appreciate their needs and convert them into new customers but also allow resellers to better understand their consumers and cater to them.

Identifying the consumption pattern of pre-owned luxury brands is also important, given the complex forms and distribution channels for these items compared with new luxury brands and pre-owned non-luxury items. Firstly, exploring consumers' buying habits can help pre-owned luxury resellers identify previously unrecognised consumer segments and thereby sell to these buyers. This targeted sales method makes the items of pre-owned luxury resellers out in the market, alleviating resale pressure and improving their inventory turnover rate. Secondly, recognising the trading channels for pre-owned luxury brands can help luxury brand managers police the flow of these pre-owned items in the secondary markets, thereby preserving the brand's hard-earned exclusivity (Luxe.Digital, 2021a; Euromonitor, 2022). The reputation that luxury brands strive to build could be easily damaged if their products are sold cheaply in inappropriate low-end markets.

By placing consumers' relationship with their pre-owned luxury brands on a research agenda, this study expects to raise attention of the possible influence of pre-owned luxury consumption on consumer-brand relationships. Although prior scholars alluded that consumers might be positively connected with pre-owned luxury brands, they did not explore whether such a relationship exists (Silva et al., 2022). Recognising the relationship between consumers and pre-owned luxury brands can allow luxury brand managers to understand what type of connection consumers can have with these products. Then, if a

positive relationship exists, luxury brand managers can develop strategies to strengthen their relationships with consumers by, for example, offering pre-owned items of their brands.

Grounded from the three theoretical debates that this thesis wants to join in, the overarching research question of this thesis is that it aims to focus on the consumption of pre-owned luxury branded items and explores their role in brand relationships. Specifically, the four core objectives guiding the present research are:

1. To conceptualise potential different forms of pre-owned luxury brands.
2. To explore factors that influence consumers' choices of pre-owned luxury brands.
3. To identify consumption patterns of pre-owned luxury brands.
4. To recognise the relationship between consumers and their pre-owned luxury brands.

These four research objectives aim to jointly inform the overarching research question. The establishment of these objectives is based mainly on the four identified aspects of dominant logic differences between pre-owned luxury consumption and pre-owned non-luxury consumption, and the four identified major gaps in existing research.

The first objective contributes to understanding the overarching research question by exploring the potential forms of pre-owned luxury branded items in the market and their meanings. Uncovering the forms of pre-owned luxury branded items is not only the basis for investigating the consumption phenomena associated with them but also can address the theoretical debate related to the complexity of pre-owned possession consumption.

The second objective contributes to informing the overarching research question by revealing the influential factors of pre-owned luxury brand consumption. As an integral part of studying pre-owned luxury brand consumption, exploring influential factors can help fill the corresponding knowledge gap in previous studies and address the theoretical debate related to the contemporary value of luxury brands.

The third objective can provide an understanding of the overarching research question by revealing the consumption patterns of pre-owned luxury brands. Investigating this objective can help to clarify the identified dominant logic differences in the circulation channels of pre-owned luxury brands and pre-owned non-luxury possessions, and also address the debate regarding to the complexity of pre-owned possession consumption.

The fourth objective helps to explore the latter part of the overarching research question and to fill in the gap related to the existence and valence of relationship between consumers and their pre-owned luxury brands. Studying this objective can enrich the theoretical discussion related to the role of pre-owned luxury brands in building consumer–brand relationships. By investigating these four research objectives, the overarching research question can be answered in such a way that can address both the identified theoretical debates and existing research gaps in pre-owned luxury consumption literature.

### **1.5 Research methodology**

An exploratory multi-method qualitative phenomenological design is adopted to fulfil the overarching research question, containing the four core research objectives. Multi-method qualitative design refers to choosing more than one qualitative method to collect data and analyse it non-numerically (Saunders et al., 2019). Given the limited knowledge of pre-owned luxury consumption, proposed research objectives seek to explore the under-researched aspects of this consumption, rather than to explain predetermined hypotheses. Such a design is suitable to seek in-depth insight into research objectives that have not previously been studied.

This study design consists of three qualitative data-collection methods, namely, semi-structured interview, systematic literature review, and netnography. The three methods are combined in a triangulated approach to jointly inform the overarching research question (Humphreys et al., 2021). The semi-structured interviews are conducted before the systematic literature reviews to explore informants' lived experiences about pre-owned luxury consumption. The use of such interviews in an initial exploratory phase aims to minimise the influence of the researcher's subjective thinking developed from an extensive literature review.

Then, five systematic literature reviews on luxury branding, consumer–brand relationships, brand love, brand hate, and second-hand consumption are conducted to collect and synthesise the knowledge in prior studies that related to answering the research objectives. A systematic collation of literature enables a thorough understanding of prior studies related to a specific topic (Ko et al., 2017). This knowledge is also expected to facilitate the interpretations of interview findings and to indicate aspects that need exploration.

Netnography is then conducted on the public website *Purseblog forum* to identify consumers'

online opinions on pre-owned luxury consumption. Netnography findings are triangulated with interview findings by following a six-step triangulation protocol (Miles et al., 2020) to generate integrated answers to research objectives. Data collected through semi-structured interviews and netnography are then analysed via thematic analysis (Gioia et al., 2013), while articles identified from the literature reviews are explored by content analysis.

## **1.6 Expected contributions**

This thesis is expected to make both theoretical and managerial contributions. Theoretically, this thesis not only aims to fill the knowledge gaps corresponding to the four core research objectives but also to address the three prominent theoretical debates in previous literature. These contributions are also expected to provide implications for managerial practice that can be used by luxury brand managers, pre-owned luxury resellers, and policymakers.

This thesis first contributes by identifying and conceptualising potential forms of pre-owned luxury brands. Considering the lack of rigour that previous scholars have brought to their findings with the casual use of terms related to pre-owned luxury brands, conceptualising pre-owned luxury brands allows researchers to accurately describe the connotations and characteristics of their different forms in the markets. An example would be whether previously proposed terms, such as pre-loved luxury, align with what they represent in consumers' minds. Only by understanding the types of pre-owned luxury brands referred to by different terms can researchers confidently use these terms to study topics related to pre-owned luxury consumption. The identified potential different forms of pre-owned luxury brands can also allow insights into why and how these luxury branded possessions change over time, thus characterising the complexity of pre-owned possession consumption.

Secondly, this thesis contributes to the literature by identifying influential factors of pre-owned luxury consumption. Selecting the broad term "pre-owned luxury brand" as the research focus is conducive to conducting a comprehensive investigation on the factors that affect this consumption. These findings not only address previous inconsistencies regarding consumers' motivations for acquiring pre-owned luxury brands (Keim and Wagner, 2018) but also recognise other factors that can influence pre-owned luxury consumption. Since pre-owned luxury brands are a subcategory of luxury brands, these identified factors can also contribute to understanding what type of consumption goals consumers expect to obtain from acquiring such luxury brands, thus resolving the theoretical debate over what value contemporary consumers expect from luxury brands.



This thesis advances knowledge on the consumption patterns of pre-owned luxury brands. Although scholars have speculated about consumers' buying habits based on their purchase motivations, this method was ineffective in identifying pre-owned luxury brand consumer segments (Kessous and Florence, 2019). Moreover, no research has explored the channels consumers use to acquire their pre-owned luxury brands (Turunen et al., 2020). As a subcategory of pre-owned possession, the identified circulation channels of pre-owned luxury brands can also help reveal the complexity of pre-owned possession consumption.

This thesis also seeks to inform the understanding of the role of pre-owned luxury brands in building consumer–brand relationships. A potential positive relationship mentioned in past studies is based on scholarly speculation (Turunen and Leskinen, 2015; Kessous and Florence, 2019), and, therefore, lacks depth and credibility. By contrast, this thesis aims to empirically explore whether there is a relationship between consumers and their pre-owned luxury brands and the valence of this relationship.

Managerially, this thesis first helps luxury brand managers appreciate the complexity of luxury branding when their brands are resold as pre-owned. For instance, consumers' motives for buying pre-owned luxury brands can help luxury brand managers understand why these consumers prefer pre-owned luxury brands over new and help them improve marketing strategies to reinstate original consumers or convert new consumers. Secondly, this thesis helps pre-owned luxury resellers to better meet their consumers' needs. For example, understanding consumers' buying habits can help resellers formulate sales strategies according to their characteristics. Thirdly, this thesis can provide guidance for sustainability policymakers to support the development of pre-owned luxury brand markets.

## **1.7 Thesis structure**

This thesis consists of 11 chapters and is structured as follows.

Chapter 2 reviews the theoretical background of pre-owned luxury consumption. Firstly, definitions of pre-owned possession, brand, luxury brand, and pre-owned luxury brand are discussed. Pre-owned luxury brands are then distinguished between luxury brands and brands. After that, the existing concerns found in literature about pre-owned luxury consumption are summarised and gaps are identified. Finally, four research questions are proposed to address each gap to jointly answer the overarching research question.

Chapter 3 explains the analytic approach of this project. Firstly, the ontological and epistemological assumptions of the adopted interpretivist philosophical stance are discussed. Then, alignment among the interpretivism research paradigm, the exploratory multi-method qualitative phenomenological design, and the adopted three qualitative methods is described. Finally, the necessity and role of each method in answering each research question is articulated.

Chapter 4 outlines the semi-structured interview method used in this research, describing the procedure followed to contact informants and conduct the interviews. Then, the adopted thematic analytical approach to analyse the interview data is elaborated. Finally, the rigour and trustworthiness of collected data are addressed.

Chapter 5 presents semi-structured interview findings. Firstly, the seven identified forms of pre-owned luxury brands are presented, followed by a review of the factors influencing pre-owned luxury consumption. After that, consumption patterns of pre-owned luxury brands are elaborated, and, finally, findings regarding the positive relationship between consumers and their pre-owned luxury brands are presented.

Chapter 6 delineates the methodology of the systematic literature review data collection, articulating the research protocol followed to select journals, develop search keyword lists, determine article search databases, and establish criteria for article selection. Then, the adopted content analysis to interpret the literature review data is discussed. Finally, the rigour and trustworthiness of the systematic literature review method are demonstrated.

Chapter 7 presents the systematic literature review findings in relation to this study's research objectives. Firstly, the forms of pre-owned luxury brands and their meanings identified from the literature are presented. Then, consumers' motivations to acquire pre-owned luxury brands, luxury brands, and pre-owned possessions are reviewed. After that, previous studies' findings on the consumption patterns of pre-owned luxury brands are discussed, and, finally, the attributes of consumer-brand relationships and their indicators are explained.

Chapter 8 elaborates on the netnography data collection design. A four-step data collection protocol followed to collect the investigative and immersive netnography data is first explained to demonstrate the rigour of data collection. Then, potential ethical issues during

the netnography data collection process are addressed. Finally, the approach followed to analyse and interpret this data is described.

Chapter 9 presents the netnography findings, first by identifying five forms of pre-owned luxury brands and their meanings are presented. Then, influential factors of pre-owned luxury consumption are explained, and identified consumption patterns of pre-owned luxury brands are reviewed. Finally, indicators of the positive relationship between consumers and their pre-owned luxury brands are described.

Chapter 10 discusses the integrated research findings. A six-step protocol followed to triangulate research findings is first explained, and integrated findings are discussed in conjunction with the four research questions. RQ1, which is related to the exploration of potential forms of pre-owned luxury brands, is first answered. Then, influential factors of pre-owned luxury consumption are discussed to answer RQ2. After that, identified consumers' buying habits and their channels to acquire pre-owned luxury brands are discussed (RQ3). Finally, RQ4, concerning consumers' relationship with their pre-owned luxury brands, is answered.

Chapter 11 concludes by presenting the contributions and limitations of this research. Theoretical contributions and practical contributions are first discussed. Then, several limitations of this research and potential directions for future study are explained.

## CHAPTER 2 THEORETICAL BACKGROUND OF PRE-OWNED LUXURY CONSUMPTION

### 2.1 Introduction

This chapter introduces the theoretical background that supports the study of pre-owned luxury consumption. A clear understanding of the theoretical background is of dual importance for carrying out this project. Firstly, a review of theoretical knowledge can ensure that the meaning of key concepts related to pre-owned luxury consumption is clarified before they are studied. Inadequate understanding of key concepts may obscure the meaning of the term *pre-owned luxury brand*, which further hinders the development of this study and undermine the trustworthiness of findings. Secondly, a review of existing knowledge related to pre-owned luxury consumption helps recognise current research concerns around it. Remaining abreast of such progress is crucial for identifying key gaps and guiding the development of specific research questions for exploring the overarching research question of this project to establish contextual connections between this study and previous research.

Theoretical knowledge related to pre-owned possession, brand, and luxury brand is reviewed. A preliminary review of research related to pre-owned luxury consumption indicates that these three components of pre-owned luxury brand together define its nature and boundary. Firstly, pre-owned is an adjective adverbial to describe an item that was once owned by another. A review of the meaning of pre-owned possessions can help to identify different characteristics and values of these pre-owned luxury brands compared with new luxury brands. Secondly, brand is the subject of pre-owned luxury brand. A review of a brand helps one understand the difference between pre-owned luxury brand as a subcategory of brand and those items without a brand. Thirdly, reviewing the meaning of luxury brand helps to identify the different characteristics of pre-owned luxury brands compared to general brands. Based on the understanding of these three concepts, the nature of pre-owned luxury brands can be clarified.

This chapter is structured into three sections. Section 2.2 explains the meaning of pre-owned, and discusses the market development, circulating channels, and value formation process of pre-owned possession. Section 2.3 reviews prior studies' conceptualisations of brand and luxury brand, and further conceptualises pre-owned luxury brands and contrasts their characteristics with luxury brands and brands. Section 2.4 reviews the main research

concerns regarding pre-owned luxury brand consumption. Accordingly, four prominent knowledge gaps are identified, and research questions are proposed.

## **2.2 Pre-owned**

As the key component of the term pre-owned luxury brand, it is necessary to conceptualise pre-owned and pre-owned possession. Firstly, the fact of being owned previously can alter the consumption phenomenon associated with luxury brands. This ownership change may cause some characteristics of luxury brands to change, such as condition and prices (Turunen and Leskinen, 2015), but it has a limited impact on other characteristics, such as exclusivity (Turunen et al., 2020). These changes undoubtedly will become factors that consumers need to consider when choosing to purchase pre-owned luxury brands instead of new products. Understanding the characteristics of pre-owned possessions is helpful to explore the changes that could happen to the attributes or value of luxury brands when they are pre-owned. Secondly, the term pre-owned possession is rarely defined in studies focusing on pre-owned luxury consumption (Turunen and Leskinen, 2015; Lan and Watkins, 2022), creating the need for clarity to demonstrate the importance of developing this category in this thesis. Thirdly, the terms pre-owned and pre-owned possession can generate a strong contrast with the indulgence meaning of luxury (Padmavathy et al., 2019). Conceptualising pre-owned possession aims to inform the complexity of the possible forms of pre-owned luxury brands, which are a combination of two seemingly contradictory concepts.

### **2.2.1 Defining pre-owned**

The term pre-owned is used frequently by both academics and marketing practitioners (Miller et al., 2022). In studies focusing on the consumption of second-hand items, it was found that scholars often use pre-owned and second-hand interchangeably (Brough and Issac, 2012; Moon et al., 2023). For example, Nigam et al. (2022) defined pre-owned as second-hand goods that are previously owned by others. However, in studies focusing on pre-owned luxury consumption, the meanings of pre-owned and second-hand are different (Turunen and Leskinen, 2015). Second-hand is used to describe used luxury brands (Turunen et al., 2020), while pre-owned has no such restriction (Turunen and Leskinen, 2015). To conclude, scholars have not agreed on the definition of pre-owned.

The term pre-owned is also used by professional luxury brand resellers to describe the brands they sell (Vestiaire Collective, 2023). For example, Fashionphile, a specialist luxury brand

resale company, describes itself as “purveyor of pre-owned authentic ultra-luxury accessories.” (Fashionphile, 2023). Likewise, The RealReal company uses the term “pre-owned” to describe all the items it consigns (The RealReal, 2023). According to descriptions of these leading luxury resale companies, pre-owned can be considered as an abbreviation of the phrase “previously owned” and to include all luxury brands that re-enter the second-hand market (Turunen and Leskinen, 2015). The use of the term pre-owned indicates resellers’ intention to emphasise the change of ownership of these items, not whether they were used. By further referencing the definition of pre-owned in the dictionary, pre-owned describes the status of items that have been owned in the past by someone else (Cambridge Dictionary, 2023a).

The term pre-owned is suitable to characterise the focus of this study. Firstly, the definition of pre-owned is broad enough to include all potential forms of luxury brands circulating in the second-hand market. Establishing pre-owned luxury brand as the research focus can allow the exploration of all its potential forms. Secondly, since the term "pre-owned" has not been distinguished by prior scholars as a form of luxury brands in second-hand markets (Turunen et al., 2020), studying this term can avoid confusion with terms used in their research, such as pre-loved luxury (Silva et al., 2022), to explore the pre-owned luxury consumption phenomenon.

### 2.2.2 Pre-owned possessions

This sub-section reviews the market status, circulating channels, and value formation process of pre-owned possession, and further conceptualises it, aiming to clarify the nature of pre-owned luxury brands.

The sale of pre-owned possessions has transformed from a marginal business to a mainstream trading category in the past two decades (Bowser et al., 2015; Persson and Hinton, 2023). Market data indicates that the global apparel resale market alone reached US \$182.4 billion in 2022 and is expected to rise at a compound annual growth rate of 16% until 2026 (Global data, 2023). Such enormous market growth of pre-owned possessions is driven by three factors. The first is related to the global economic recession, which allows consumers see the consumption of pre-owned possessions to alleviate their financial difficulties (Crosno and Cui, 2018). Secondly, the stigma associated with pre-owned possessions has gradually faded in the 21st century (Xu et al., 2014), as consumers see intrinsic values of pre-owned possessions other than price, such as retro style (Guiot and

Roux, 2010). The third factor is related to consumers' increasing awareness of ecological sustainability (Norup et al., 2019), and they seek to express their environmentally conscious self-image by consuming pre-owned possessions (Xue et al., 2018).

Pre-owned possessions are usually circulated through online and offline channels that are distinctive from new products (Bowser et al., 2015; Moon et al., 2023). Recognised offline channels range from low-end thrift shops and flea markets (Gopalakrishnan and Matthews, 2018; Koay et al., 2022) to high-end vintage boutiques and consignment stores (Xu et al., 2022). Apart from purchasing, consumers can also inherit pre-owned possessions from their family members or friends (Moon et al., 2023). Online channels include pre-owned possession trading platforms, such as eBay (Bowser et al., 2015), and specialised reselling websites, such as Depop (Depop, 2023), both of which are characterised by a high diversity of pre-owned possessions (Mohammad et al., 2021).

These sales channels allow pre-owned possessions to extend their value beyond their first life cycle (Boradkar, 2012), which is fluid rather than rigid (Botticello, 2012). Once new products are disposed of by their original owners and acquired by their new owners, their original value will re-emerge as new value forms in their second life cycle, depending on their different episodes (Hansen and Zotte, 2019). Boradkar (2012) explained this transformation as a process of value adding and stripping. As pre-owned possessions enter their multiple life cycles, their embedded tangible and intangible value can be emphasised or weakened to varying degrees in this process (Moon et al., 2023). According to Thompson's (1979) rubbish theory, the end of one life cycle is always the beginning of another one for pre-owned possessions.

The value of pre-owned possessions depends on their previous social lives and their regimes of value (Hansen and Zotte, 2019). Regime of value refers to a set of valuation rules for measuring the monetary worth of items under a specific social-cultural background (Crossley and Picard, 2014; Murakami, 2016). According to Appadurai's (1988) theory, objects have social lives just like people, and their value largely depends on what kind of people they are related to and the corresponding regimes of value to which these people subscribe (Hansen and Zotte, 2019). Those pre-owned possessions that were once discarded can re-appear as varieties of pre-owned valued categories, such as second-hand, collectibles, or vintage, after undergoing the reassessment of various regimes of value (Hansen and Zotte, 2019). Second-hand goods refer to used items that often have lower monetary value than new ones (Cervellon et al., 2012). Vintage items refer to pre-owned but not necessarily used

items that are high in historical value (Keim and Wagner, 2018), whereas collectibles are often acquired for their intangible value (Turunen and Leskinen, 2015). For example, an old-fashioned transistor radio that is considered trash by some people may be displayed in a museum as vintage or collected by others (Boradkar, 2012).

Considering the different circulation channels and the fluid value of pre-owned possessions, these can be defined as previously owned products that are disposed of and traded in markets that are different from those handling new products, and their original values can be recaptured, accumulated, or altered through their new owners' acquisition, and change with time and space (Guiot and Roux, 2010; Moon et al., 2023).

### **2.3 Pre-owned luxury brand**

As the research focus of this study, it is necessary to define the term pre-owned luxury brand. Firstly, defining pre-owned luxury brand before explaining the research design of this thesis can ensure that potential readers have the same understanding of the term as the researcher, as pre-owned luxury brand is a relatively new subject of research. Secondly, providing such a definition also helps to compare it with brand and luxury brand to recognise its specificity as an independent category.

#### **2.3.1 Brand**

To define pre-owned luxury brand, the meaning of brand was first reviewed. A lack of awareness of what a brand is can obscure the subject of brand-related research, making further in-depth study difficult and reducing the value of research findings (Eastman et al., 2022). Conceptualising brand is also essential when studying pre-owned luxury consumption. Pre-owned luxury brands still belong to luxury brands and can convey their associated brand value to consumers (Kessous and Florence, 2019; Turunen et al., 2020). Without understanding the meaning of brand, it is difficult to interpret the collected data to explore whether brand-related factors that may influence pre-owned luxury consumption and how pre-owned luxury consumption influences the luxury branding.

Brand is a complex entity, and what it represents is often underestimated by scholars and practitioners (Veloutsou and Guzman, 2017). A popular view is that brand is the logo and name that consumers see (de Chernatony, 2009), but this view tends to ignore all of the associations behind these symbols (Veloutsou and Delgado-Ballester, 2018). Although a



plethora of interpretations is documented in the literature, these interpretations are ambiguous and inconclusive (Veloutsou, 2023), because they focus solely on a certain aspect of the brand feature or function. The various statements used by scholars and brand consultants to emphasise the meanings of brand indicate that it could be a multi-dimensional construct (de Chernatony and Dall’Olmo Riley, 1998; Jones and Bonevac, 2013). Considering the complexity of brand, various approaches followed to define it are reviewed.

One early school of definitions emphasises brands’ attributes to differentiate them from products offered by competitors without focusing on the unique benefits associated with these attributes (Kervyn et al., 2012). For example, the American Marketing Association defines brand as “a name, term, sign, symbol or design, or a combination of them, intended to identify one seller’s goods or services from those of competitors”. This definition tends to confuse the meaning of brand with trademark, which ignores the values-based richness of a brand (Connors et al., 2021).

Another school of definitions emphasises that brand means much more than the symbols that audiences can see directly (Conejo and Wooliscroft, 2015; Avis and Henderson, 2022). Realising the gaps between symbols and the actual advantages that consumers can perceive, brands need to convey their benefits to their audiences through their offers (Barwise and Meehan, 2004). Benefits associated with brand offers include not only the consumption of actual products or services but also emotional value (Veloutsou and Delgado-Ballester, 2018). A brand can be defined as the entity that is augmented with emotionally oriented values that its audience can receive (Barwise and Meehan, 2004; Avis and Henderson, 2022).

To stir consumers’ cognition of emotional value, brands also need to have a personality to facilitate their communication with consumers (Franzen and Bouwman, 2001). Brand personality is defined as a set of human characteristics that are associated with a brand (Aaker, 1997). Such as personality is valued by consumers (Machado et al., 2019), who select brands with strong personality to satisfy their self-congruity demand (Aro et al., 2018) and to enter the social groups they desire (Coelho et al., 2019).

Through reviewing the evolutionary interpretation of brand, its three key components are identified, namely, symbol, product or service, and personality. Given the dynamic nature of a brand, it is defined as an evolving psychological collection of actual (offer-related) and emotional (human-like) characteristics and associations that communicate the benefits of an

offer, which are identified by a symbol or set of symbols and that differentiate that product from others in the marketplace (Veloutsou and Delgado-Ballester, 2018).

### 2.3.2 Luxury brand

Luxury brand as another key component of pre-owned luxury brand was then defined. Conceptualising luxury brands can help to clarify the research subject of this study. By identifying the differences between luxury brands and brands, it paves the way for illustrating the particularity of pre-owned luxury brands. Defining a luxury brand also helps to distinguish it from an unbranded luxury item. Previous research has often unconsciously alternated the use of “luxury” and “luxury brand”, which is inaccurate (Kim et al., 2016; Yoo and Park, 2016). Not all items with luxury features are luxury brands, and these unbranded luxury items are not the focus of this study.

Previous studies have not agreed on what a luxury brand is (Ostovan and Nasr, 2022). The relativity and subjectivity of the meaning of luxury creates challenges when composing a clear definition of luxury brand (Miller and Mills, 2012). Scholars often overlook the bidirectional nature of luxury brand by either describing it as tangible product with a set of attributes or by treating it entirely as the intangible reflection of human subjective consciousness (Walley and Li, 2015).

One research stream defined luxury brand by explicitly enumerating its tangible differences with ordinary goods (Jain and Mishra, 2018; Sharda and Bhat, 2018). Frequently mentioned tangible attributes include superior quality (DeShields et al., 2005; Farrag, 2017), premium price (Fionda and Moore, 2009), and craftsmanship (Vigneron and Johnson, 2004). These attributes are claimed as the basic components of luxury brands and are the premise for delivering luxury brand value to external audiences (Barnier et al., 2012).

Another school of thought emphasises that the intangible value of a luxury brand is paramount, rather than its tangible attributes (Kapferer, 1997; Doss and Robinson, 2013). Luxury brands are regarded as having higher intangible value than other brands in the same category (Shukla et al., 2015), such as self-signalling value (Llamas and Thomsen, 2016). A widely recognised definition describes a luxury brand as having a low functionality-to-price ratio but high intangible situational value (Perry and Kyriakaki, 2014; Sung et al., 2015). However, those definitions that emphasise physical attributes and the intangible value of a luxury brand are not enough to justify the differences between luxury and luxury brand.

A cluster of studies emphasised the creation and leveraging of brand identity, brand image, and brand reputation when defining luxury brand (Baker et al., 2018; Kapferer and Florence, 2018; Rosendo-Rios and Shukla, 2023). One research group emphasised that luxury brands should possess a unique brand identity (Wiedmann et al., 2009; Kim et al., 2010). Both tangible attributes and intangible value can only convey luxury brand value to the external world when they are incorporated into brand identity (Davies et al., 2012). Another group of scholars describes luxury brand as the subjective image formed in individuals' mind (Jelinek, 2018; Makkar and Yap, 2018). These definitions regard luxury brand as individuals' mental associations built on their perceived identity of luxury brands, emphasising the individuality nature of "luxury" (Loureiro and Araujo, 2014). Furthermore, a group of definitions emphasises that luxury brands need to bring individuals perceivable social recognition to individuals because of the power of the brand, which is known as brand reputation (Bian and Forsythe, 2012; Kapferer and Florence, 2018). To conclude, this cluster of definitions highlights the significance of considering the role of brand when defining luxury brand.

Additionally, scholars have explained another sociological dimension of a luxury brand when defining it (Dion and Arnould, 2011), stating that the understanding of a luxury brand needs to be within the sociocultural context in which it is shaped and expressed (Chen and Wang, 2017). A luxury brand defined in one culture may have a different meaning in another culture (Christodoulides et al., 2009). A luxury brand needs to affirm that the social relationships developed around it are distinctive from others within the same culture.

To conclude, luxury brand could be defined as the branded high-quality products or services that possess a distinctive and prestigious identity built on the brand-offered tangible and intangible attributes such as craftsmanship, exclusivity, uniqueness, and aesthetic, but sold at prices far beyond their functional value, which has the brand reputation to provide individuals with their desired and perceivable symbolic value, emotional value, and situational utility within a specific socio-cultural context (Kapferer and Florence, 2018; Ostovan and Nasr, 2022).

### 2.3.3 Defining pre-owned luxury brand

By synthesising the definitions of brand, luxury brand and pre-owned possession, the pre-owned luxury brand can be initially defined as those products offered by brands that have the reputation as a luxury brand within a specific socio-cultural context and are circulated

through second-hand channels that are generally distinct from those of new sales channels (Kapferer and Laurent, 2016; Crosno and Cui, 2018; Turunen et al., 2020).

#### 2.3.4 Comparing pre-owned luxury brand with luxury brand and brand

The characteristics of pre-owned luxury brands, new luxury brands, and brands are compared to explore their differences. When luxury brands are acquired as pre-owned, they will enter the market in new forms and their value will be reassessed (Hansen and Zotte, 2019), which can lead to their different characteristics compared to new luxury brands and brands. Additionally, although a definition can inform of what a pre-owned luxury brand is, it cannot intuitively reveal its specific characteristics, which are necessary to identify to deepen the understanding of their nature and particularity.

Pre-owned luxury brands, new luxury brands, and brands are compared according to five themes. Firstly, new luxury brands and brands are compared on their price-related financial value, product-related functional value, individual-related experiential value, and social-related symbolic value (Turunen and Leskinen, 2015). These four aspects are widely recognised as the key components of luxury value (Wiedmann et al., 2009; Stiehler, 2016), which are conducive to understanding the characteristics of luxury brands as a high-end sub-category of brands. Another comparison is made on the possible feature changes of luxury brands before and after they become pre-owned, as their further circulation experiences can cause some of their features to change. Indicators under each of the five themes are selected and judged based on previous scholars' descriptions and conceptualisations of pre-owned luxury brands, luxury brands, and ordinary brands (Table 2.1).

**Table 2.1 Characteristics of pre-owned luxury brand, luxury brand and brand**

Themes	Characteristics	Explanation	Brand	New luxury brand	Pre-owned luxury brand
<b>Basic features</b>	<b>Usage</b>	Whether a brand has been used before going for salet (Cambridge Dictionary, 2023b).	Unspecified	Not used	Unspecified
	<b>Ownership</b>	Whether a brand was previously owned by other consumers.	Unspecified	Not owned	Pre-owned
	<b>Distribution channels</b>	Channels through which brands are distributed (Investopedia, 2023a). (1. Direct channel: The company is fully responsible for delivering products to consumers. 2. Indirect channel: Products are delivered by intermediaries, not by the company. 3. Hybrid channels: Hybrid channels combine the characteristics of direct and indirect channels.)	Hybrid channels	Direct channel	Hybrid channels
	<b>Forms of existence</b>	The value form or commodity category in which the brand can exist or trade in the market (Wordsense, 2023).	Multiple	Single	Multiple
<b>Price-related financial value</b>	<b>Original cost</b>	The initial purchase price of the brand when it was first released by its owner (Investopedia, 2023b).	Unspecified	High	High
	<b>Resale price</b>	The price of the brand if it was resold in the markets (Collins Dictionary, 2023).	Unspecified	N/A	Unspecified
<b>Product-related functional value</b>	<b>Product condition</b>	The current appearance and fineness of the products in the corresponding brand.	Unspecified	Good	Unspecified
	<b>Practicality</b>	The ability of a brand to satisfy consumers' requirements of daily usage (Schade et al., 2016).	Unspecified	Unspecified	Unspecified
	<b>Uniqueness</b>	The feature of products being particularly remarkable, special, or unusual (Liang et al., 2017; Roux et al., 2017).	Unspecified	High	High
	<b>Durability</b>	The good condition of brands that make them sturdy and can be used for a long time (Cambridge Dictionary, 2023c).	Unspecified	High	Unspecified
	<b>Exclusivity</b>	Products are restricted on availability (Kim, 2018).	Unspecified	High	High
<b>Individual-related experiential value</b>	<b>Hedonic value</b>	The fun, pleasure, and excitement that consumption of the brand brings to consumers. (Shukla and Purani, 2012)	Unspecified	High	High
	<b>Self-identification value</b>	The extent to which consuming the brand can help consumers attribute certain characteristics or qualities to themselves (Jiang and Shan, 2018; Aagerup, 2018).	Unspecified	High	High
<b>Social-related symbolic value</b>	<b>Conspicuous value</b>	The extent to which consuming the brand can help consumers displaying their wealth (Wiedmann et al., 2009; Shukla, 2012).	Unspecified	High	High
	<b>Social identity value</b>	The extent to which consuming the brand makes consumers feel like they belong to a certain social group (Park et al., 2008).	Unspecified	High	High

\*\*\*Unspecified: Not stated clearly or exactly

A comparison of pre-owned luxury brands, and new luxury brands, and brands reveals their significant characteristic differences. Firstly, pre-owned luxury brands and luxury brands are different in all their four basic features. The causes for these differences can be attributed to the lives that pre-owned luxury brands have experienced (Lo et al., 2019; Padmavathy et al., 2019). For example, the circulation of pre-owned luxury brands is not limited to the direct channels provided by brands, but can also be through alternative indirect channels, leading to their various forms of existence (Guiot and Roux, 2010).

Secondly, the price-related financial value of luxury brands can change when they become pre-owned. Although new luxury brands are usually characterised by high price (Fionda and Moore, 2009; Farrag, 2017), when they are resold on the secondary market, their resale price appears to be affected by potential factors that make them deviate from their original cost. As a result, the resale of pre-owned luxury brands can, to a certain extent, ignore the pricing system formulated by luxury brand managers.

Thirdly, the fact of being pre-owned may alter two of the five product-related functional values of new luxury brands (Nie et al., 2021): condition and durability (Miller and Brannon, 2022). These differences can lead to uncertainty about the motivating factors of pre-owned luxury consumption. However, pre-owned luxury brands also can inherit two product-related intangible values: uniqueness and exclusivity (Turunen et al., 2020; Silva et al., 2022).

Finally, the experiential and symbolic value that pre-owned luxury brands can bring to consumers can be regarded as like those of new luxury brands. The possible explanation is that although pre-owned luxury brands were not purchased new, that characteristic does not necessarily affect the intangible value they can bring to consumers as luxury brands. For example, when these pre-owned luxury brands are consumed in public, it is difficult for people to easily discern whether they were once owned by another or not, so that they can bring social value to consumers just as new luxury brands do.

## **2.4 Research gaps**

After conceptualising the research subject of this thesis, this section reviews the existing research streams on pre-owned luxury consumption. According to the identified prominent knowledge gaps, research questions are proposed for investigation in this thesis.

#### 2.4.1 Existing concerns on pre-owned luxury consumption

The existing literature on pre-owned luxury brands focused mainly on two perspectives: acquisition and disposal (Turunen and Poyry, 2019). In terms of acquiring pre-owned luxury brands, four aspects of research concern are identified. One stream is to identify the various forms of pre-owned luxury brands and their meanings (Turunen et al., 2020; Silva et al., 2022). Turunen and Leskinen (2015) initially propose the term “pre-loved luxury” to represent those luxury branded items acquired as pre-owned, noting that they have three forms: vintage luxury, second-hand luxury, and luxury collectibles. Their conceptualisation of pre-loved luxury was referred to existing definitions of three forms of pre-owned possessions (vintage items, second-hand goods, and collectibles) (Cervellon et al., 2012). Based on the assumption that pre-loved luxury brands include these three forms, follow-up studies focused mainly on elaborating the different characteristics of second-hand luxury and vintage luxury and based on these differences, defined what a pre-owned luxury brand is (Turunen et al., 2020).

Prior studies also examined the influential factors of pre-owned luxury consumption (Stolz, 2022). For example, Turunen and Leskinen (2015) identify five themes of meanings to explain consumers’ motivations for acquiring pre-loved luxury brands: pre-loved treasure, risk investment, unique find, sustainable choice, and real deal (Silva et al., 2022). With a specific focus on vintage luxury brands, consumers’ purchase of vintage luxury products is found to be driven by their concerns for individual value, such as self-fulfilment (Amatulli et al., 2018), and social value, such as symbolic value (Keim and Wagner, 2018). Scholars also compared consumers’ motivation towards acquiring second-hand luxury and new luxury brands (Miller and Brannon, 2022). Whilst the purchase of new luxury brands is motivated by social-related value, second-hand luxury brands are often purchased because of consumers’ eco-conscious (Kessous and Florence, 2019) and brand-related concerns (Miller and Brannon, 2022). Recent studies began to explore consumers' motivations in various contexts (Hinojo et al., 2022), and the prevalence of online trading of pre-owned luxury brands has been found to lead to consumers’ investment-focused motivation and price- and quality-conscious shopping style (Turunen and Poyry, 2019).

Noting that pre-owned luxury brand consumers may have different buying habits, several scholars attempt to outline their profiles (Turunen and Poyry, 2019). For instance, Keim and Wagner (2018) speculated about consumers' buying habits from their motivation to purchase vintage luxury fashions. Vintage luxury consumers are seen as advocating environmental

protection, conscious of the value of money, and interested in treasure hunting (Keim and Wagner, 2018). However, it can be inaccurate to describe vintage luxury consumers as a single consumer group with all of these motivations, as consumers who buy vintage luxury may have different profiles. Only by explicitly identifying consumers' buying habits and categorising them as different consumer groups can a researcher intuitively understand their different buying motives (Han et al., 2010).

Researchers have focused on studying the relationship between consumers and pre-owned luxury brands. Terms such as "pre-loved luxury" are introduced by Turunen and Leskinen (2015) to suggest the existence of potential positive bonds between consumers and their pre-owned luxury brands. However, Turunen and Leskinen (2015) admitted that it may be more complicated for consumers to establish a relationship with their pre-owned luxury brands than with new luxury brands because of their fear regarding the inauthenticity of these items (Lou et al., 2022). Another study found that consumers have a strong sense of attachment to the pre-owned luxury brands they prefer (Kessous and Florence, 2019), which is also an indicator of a strong, positive consumer–brand relationship (Batra et al., 2012).

In terms of disposal, only one study explores the values that consumers attached to the process of reselling pre-owned luxury brands (Turunen et al., 2020). Consumers' acts of reselling are found to be motivated by their wishes to gain higher social status and be regarded as sustainable consumers (Turunen et al., 2020). Since this thesis focuses primarily on pre-owned luxury consumption, the lack of academic attention to the disposal of pre-owned luxury brands is not discussed.

#### 2.4.2 Gaps and research questions

Based on the main research streams regarding pre-owned luxury consumption and their research status, four prominent knowledge gaps worthy of investigation have been identified. Exploring these gaps aims to achieve an understanding of the overarching research question.

The first gap is related to the ambiguous conceptualisations of pre-owned luxury brands in the literature. Since the term pre-loved luxury was first mentioned and classified in three forms (Luxury vintage, second-hand luxury, luxury collectibles) in Turunen and Leskinen's (2015) study, subsequent research has tended to directly adopt this classification when defining pre-owned luxury brands or studying pre-owned luxury consumption (Silva et al., 2022). However, Turunen and Leskinen's (2015) conceptualisations of pre-loved luxury



brand and its three forms were referenced from the literature on second-hand consumption, rather than generated empirically (Cervellon et al., 2012). This method of starting from the perspective of existing theories to study pre-owned luxury consumption calls into question the existence of these terms, and their representativeness to the entire phenomenon.

Three gaps related to conceptualising pre-owned luxury brands need to be explored. The first is the meaning of pre-loved luxury brand and why it is preferred to describe those luxury brands that were acquired as pre-owned. The second is whether pre-loved luxury brand is appropriate to characterise all potential forms of pre-owned luxury brands. For instance, there may be a different subordination or juxtaposition between pre-loved luxury brand, luxury vintage, second-hand luxury, and luxury collectibles. The third is whether all of these forms of pre-owned luxury brands are necessary to be classified as distinctive types, and whether other forms of such brands exist. To fill these gaps, the first research question is:

RQ1: What are meanings of potential different forms of pre-owned luxury brands?

The second research gap is the lack of understanding of the factors influencing pre-owned luxury consumption (Stolz, 2022). Although existing studies have explained that consumers' acquisitions of pre-owned luxury brands are driven by their sustainability concern (Kessous and Florence, 2019), psychological value concern (Amatulli et al. 2018), functional value concern (Turunen and Leskinen, 2015), and brand-related experiential value concern (Keim and Wagner, 2018), these studies have not reached an agreement on each of them.

Conflicting data exists regarding the impact of consumers' ecological and financial sustainability concerns on their purchases of pre-owned luxury brands. An ecological sustainability concern refers to consumers' thinking that pre-owned luxury consumption can reflect their environmental and ethical consciousness (Kessous and Florence, 2019). Turunen and Leskinen (2015) found that consumers often purchase pre-owned luxury brands to demonstrate their support for recycling, but their sample (10 participants) is too small to draw reliable conclusions. In contrast, Sun et al. (2021) argued that consumers do not overtly consider environmental protection when acquiring luxury brands, as they often neglect the items' durability. It is worth exploring whether consumers' preferences for pre-owned luxury brands can be driven by their desire to reduce environmental destruction caused by new production (Park et al., 2022).

Prior studies also suggested that pre-owned luxury consumption is fuelled by consumers' financial sustainability concern, which refers to the desire to sustain freer cashflow for new purchases (Gleibner et al., 2022). Researchers found that consumers regard the acquisition of affordable vintage luxury products to be a financially sustainable choice (Amatulli et al., 2018). This is because vintage luxury brand tends to hold their value better than current fashion items, which are easier for consumers to resell at a price close to or even higher than their previous purchase price, and switch to another brand (Turunen and Poyry, 2019). However, this circularity may encourage more consumption, which is contrary to ecological sustainability (Ma et al., 2019). It is worth investigating which type of sustainability-related value can motivate consumers' acquisitions of pre-owned luxury brands.

Contradictory views were also found regarding the influence of consumers' concern for the psychological value of pre-owned luxury consumption. Psychological value includes both intangible individual value and social value. In terms of individual value, consumers were found to highly value their shopping experience in pre-owned luxury brand boutiques and consider these experiences are thrilling when they encounter unique things (Saridakis and Angelidou, 2018). Prior studies also found that vintage luxury consumption is highly relevant to consumers' yearning for self-expression rather than for gaining social status (Chandon et al., 2016; Amatulli et al., 2018). Nevertheless, another stream of research reveals that social value is also a prominent motivator of pre-owned luxury consumption (Turunen and Leskinen, 2015; Keim and Wagner, 2018). Consumers with social-climbing desire are found willing to acquire pre-owned luxury brands, as these discontinued items can be scarce (Kessous and Florence, 2019). Whether both individual-related and social-related psychological value can motivate consumers to acquire pre-owned luxury brands deserves further study.

Scholars' attentions to the impact of functional value on consumers' purchases of pre-owned luxury brands is one-sided. Functional value is defined as consumers' perceived utility derived from a product's capacity for functional, utilitarian, or physical performance (Amatulli et al., 2018). The perceived functional value of pre-owned luxury brands, such as quality and versatility (Miller and Brannon, 2022), has been identified as motivation for consumers' purchases (Stolz, 2022). Few studies have focused on investigating which aspects of the functional value of new luxury brands cannot satisfy consumers, thus pulling them away from consuming such products and switching to pre-owned luxury brands.

Another gap is the unknown influence of brand-related factors on consumers' acquisition of pre-owned luxury brands. When luxury brands are obtained as pre-owned, some of their characteristics, such as luxury reputation, do not change, while other factors, such as product quality, could be altered. Whilst brand reputation (An et al., 2020), premium brand attributes (Balabanis and Karpova, 2022), and exclusive brand experience (Kluge and Fassnacht, 2015) have been identified as motivating consumers to acquire new luxury brands, the influence of these brand-related factors on pre-owned luxury consumption remains unclear. Although one study identified the positive impact of brand loyalty on consumers' purchases of pre-owned luxury brands (Miller and Brannon, 2022), the deductive approach they took was unable to reveal the role of brand in pre-owned luxury consumption from all aspects.

Apart from the identified gaps related to consumers' four concerns, it is worth exploring any other influential factors of pre-owned luxury consumption. Doing so can respond to calls in recent literature suggesting a broader global investigation of the factors influencing pre-owned luxury consumption (Amatulli et al., 2018; Sun et al., 2021). Therefore, the second research question is:

RQ2: What are factors that influence consumers to choose pre-owned luxury brands?

The third knowledge gap is related to the consumption patterns of pre-owned luxury brands, which includes consumers' buying habits and circulation channels of pre-owned luxury brands. Whilst prior scholars have explored consumers' different habits towards purchasing vintage items (Abi et al., 2017), second-hand goods (Wang et al., 2022), and new luxury brands (Boisvert and Ashill, 2022), no study has adequately investigated the buying habits of pre-owned luxury brand consumers. Although Turunen et al. (2020) noticed that different types of pre-owned luxury brands do not necessarily attract the same consumers, they focused primarily on investigating consumers' disposition of pre-owned luxury brands, not their purchases. Understanding the profiles of pre-owned luxury brand consumers can help resellers appropriately design their marketing tactics to appeal to the demand of each consumer group.

Few empirical studies have been undertaken to explore the circulation channels of pre-owned luxury brands. As a sub-category of pre-owned possession, pre-owned luxury brands are usually circulated in the hybrid channels that differ from those of new luxury brands by being informal and flexible (Moon et al., 2023). Whilst most of empirical studies focused on identifying the participants from different channels (Kessous and Florence, 2019; Silva et

al., 2022), the types and characteristics of these trading channels have been largely ignored. Recognising the trading channels of pre-owned luxury brands can raise luxury brand managers' awareness of their brands' after-sale lives to seize better control of them. The third research question is to explore consumption patterns of pre-owned luxury brands.

RQ3: What are consumption patterns of pre-owned luxury brands?

The fourth knowledge gap is the lack of understanding of the relationship between consumers and their pre-owned luxury brands. Whilst consumers have been found likely to develop deep relationships with luxury brands (Goujot and Florence, 2022), limited attention has been devoted to investigating consumers' relationships with pre-owned luxury brands. Although Turunen and Leskinen (2015) proposed pre-loved luxury and luxury collectibles to indicate the potential existence of positive bonds between consumers and their pre-owned luxury brands, they did not go further in their exploration. Instead, Turunen et al. (2020) used the terms second-hand luxury and vintage luxury instead of pre-loved luxury to define pre-owned luxury brands in their latest study. As pre-loved has become a term widely used to communicate pre-owned luxury brands in the market (Vestiaire Collective, 2020; Silva et al., 2022), the existing studies' neglect of consumers' relationships with pre-owned luxury brands can lead to the stagnation of relevant research.

The few studies that have noted a possible relationship between consumers and their pre-owned luxury brands produced inconsistent results. Kessous and Florence (2019) found that consumers often exhibit a strong sense of brand attachment to those pre-owned luxury brands that satisfying their status demand. On the contrary, Turunen and Leskinen (2015) emphasised that risky factors, such as inauthenticity, can easily discourage consumers from acquiring pre-owned luxury brands (Wilcox et al., 2009). When consumers' loved luxury branded items are acquired from the second-hand market, it is unclear whether consumers can still develop close relationships with these pre-owned luxury brands. Understanding what type of relationship consumers can build with pre-owned luxury brands can educate luxury brand managers about whether pre-owned luxury consumption can affect their development of brand relationship with consumers. Thus, it is worth investigating:

RQ4: What is the relationship between consumers and their pre-owned luxury brands?

### 2.4.3 Research contexts of previous studies

The research contexts of previous studies on pre-owned luxury consumption were specific but overly narrow. The preliminary literature review found that most of previous studies on pre-owned luxury consumption are geographic-specific, usually focusing on pre-owned luxury consumption within a certain country or region (Amatulli et al. 2018; Carey et al., 2018). Nevertheless, with the emergence and formalisation of professional consignment websites (Vestiaire Collective, 2023; Fashionphile, 2023), the transaction of pre-owned luxury brands has gradually broken through the geographical restrictions often imposed on traditional transactions and has become a global trend. Today, consumers around the world can obtain the pre-owned luxury brands they want through various overseas websites (Vestiaire Collective, 2023). Therefore, the knowledge generated by these previous studies that focused on consumers from specific geographic areas could be considered no longer able to help understand the pre-owned luxury consumption phenomenon that is popular around the world (Luxe.Digital, 2021a). Research that focuses on studying pre-owned luxury consumption in a wider global context is needed to fully understand this phenomenon.

## 2.5 Chapter summary

This chapter provided the theoretical background that is related to pre-owned luxury consumption to form the basis of this study. Since the current research subject pre-owned luxury brand is composed of pre-owned, brand, and luxury, prior scholars' conceptualisations of these terms and their related concepts were reviewed.

Specifically, the meaning of pre-owned was first explained. The market development status, circulating channels, and value formation process of pre-owned possessions were reviewed. Then, brand as the key component of pre-owned luxury brand was conceptualised. Afterwards, this chapter explained the importance of conceptualising luxury brand, which define the sub-category of brand on which this study focuses. Existing definitions of luxury brand were then synthesised to produce advanced definitions.

After defining pre-owned possession, brand, and luxury, the term pre-owned luxury brand was clarified to refer to those products that offered by brands that have the reputation as a luxury brand within a specific social–cultural context, which are circulated through second-hand channels that are generally distinct from those of new product channels (Moon et al.,

2023). Finally, the particularity and characteristics of a pre-owned luxury brand were further explained by distinguishing it from luxury brand and brand.

This chapter also reviewed the existing main research concerns on pre-owned luxury consumption. With a focus on the aspects of acquiring pre-owned luxury brands, four prominent knowledge gaps were identified. To fill these gaps, four research questions were proposed for investigation. Finally, the contexts of previous research were reviewed.

## CHAPTER 3 ANALYTICAL APPROACH

### 3.1 Introduction

This chapter describes the analytical approach adopted in this study, including the research paradigm, research design, and research context (Saunders et al., 2019). By first knowing the adopted analytical approach, the reader can understand the worldview and philosophical assumptions that the researcher held when designing this research as well as the research design decisions made. The analytical approach can also provide lenses through which the reader can understand the boundaries of current research and the reasons behind specific research design decisions.

This chapter includes three main sections. The first describes the overarching system of beliefs, also known as the research paradigm, that underpins the current study – the interpretivist stance – which is explained in Section 3.2. Then, alignments between the nature of the overarching research question, four core research questions, the interpretivism philosophical instance, and the research design are justified. In Section 3.3, the multi-method qualitative phenomenological research design that is followed to collect data in this study is explained. Firstly, three qualitative data-collection methods, namely, semi-structured interviews, systematic literature reviews, and netnography, are introduced. Then, the reasons for incorporating these research methods into the research design and how each of them informs the other are discussed. After that, the research objectives for each data-collection method are proposed, and their roles in contributing to answer to the research question are presented. Section 3.4 clarifies the research context of this project. Alignments between the research context and the current research purposes are articulated in detail to enable the reader to understand the overall research design.

### 3.2 Research paradigm

When conducting research, it is crucial for the researcher to clarify their research paradigm (Hudson and Ozanne, 1988), which is a set of fundamental beliefs about how the world is understood and studied (Guba, 1990). Research paradigms mainly cover two philosophical dimensions, namely, ontology and epistemology (Saunders et al., 2019). Ontology embeds the views and philosophical assumptions in the nature of reality (Saunders et al., 2019), whilst epistemology considers the nature of knowledge, particularly the best way to conduct research to create knowledge (Easterby-Smith et al., 2015). Understanding the research

paradigm ensures that the researcher will select the most appropriate research strategies, methods, and techniques to achieve their intended objectives (Saunders et al., 2019). Conducting research without clarifying one's philosophical worldview can lead to biased studies, which are difficult for their relevant audiences to read and critically engaged with the work produced (Maxwell, 2012).

A consensus on the types of research paradigms has not yet been reached in philosophy-related literature (Guba and Lincoln, 1994; Creswell and Creswell, 2018; Saunders et al., 2019). A commonly acknowledged classification proposed by Saunders et al. (2019) is used to shed light on the paradigm followed in this study and, thus, to clearly guide its design. Saunders et al. (2019) presented four types of research paradigms in their well-known research onion: positivism, realism, interpretivism, and pragmatism.

An interpretivist philosophical stance is adopted in this research. Interpretivism assumes that knowledge is subjective and can change depending on individual's understanding and interpretation (Saunders et al., 2019). An interpretivist ontological position holds that there is no single social reality (Guba and Lincoln, 1994) that is "epistemically real" and independent of what one thinks (Alvarez et al., 2014). Epistemologically, interpretivists are subjectivists, believing that the reality each person perceives, experiences, and understands is individually interpreted through a set of unique mental representations of that reality in their minds (Packard, 2017). Only when someone understands and interprets the knowledge generated in others' minds that is derived from their human experience and imagination can they understand the purpose of their actions and the expected effects of such actions (Packard, 2017). In line with the interpretivist paradigm, this study aims to inductively derive knowledge from the data to unfold nuanced and individualistic views regarding pre-owned luxury consumption, rather than generate law-like relationships by deductively testing pre-established hypothesis or theories (Creswell, 2014). This approach works to explain the voices of pre-owned luxury brand consumers by interpreting the subjective meanings they attach to their perceived reality that has been generated by their lived experiences of consuming pre-owned luxury brands.

The chosen interpretivist position is justified by the nature of current study (Table 3.1). Firstly, the ontological assumption of interpretivists that reality is subjective and that differs from person to person aligns with the overarching research question of this thesis and the aims of the four specific research questions (Guba and Lincoln, 1994). Considering that the literature lacks an understanding of pre-owned luxury consumption, all four research



questions begin with the word “What” in support of this study’s purpose to gain insights into the heterogeneity of consumers’ thoughts and responses (Blaikie and Priest, 2019), rather than exposing any causal relationships. Using the ontological stance of interpretivism to answer the four research questions is the most appropriate approach to facilitate the advancement of knowledge on pre-owned luxury consumption. For example, given the ambiguous conceptualisations of pre-owned luxury brands in the literature, the first research question explores their different forms and clarifies their meanings. An interpretivist approach allows for tolerance of different perspectives on what pre-owned luxury brands mean to consumers, rather than seeking a unified reality that erases the importance and uniqueness of individual ideas (Packard, 2017). Searching for such heterogeneous answers can be meaningful for exploring pre-owned luxury consumption, which is in its initial research stage, because it can reveal all situations as comprehensively as possible.

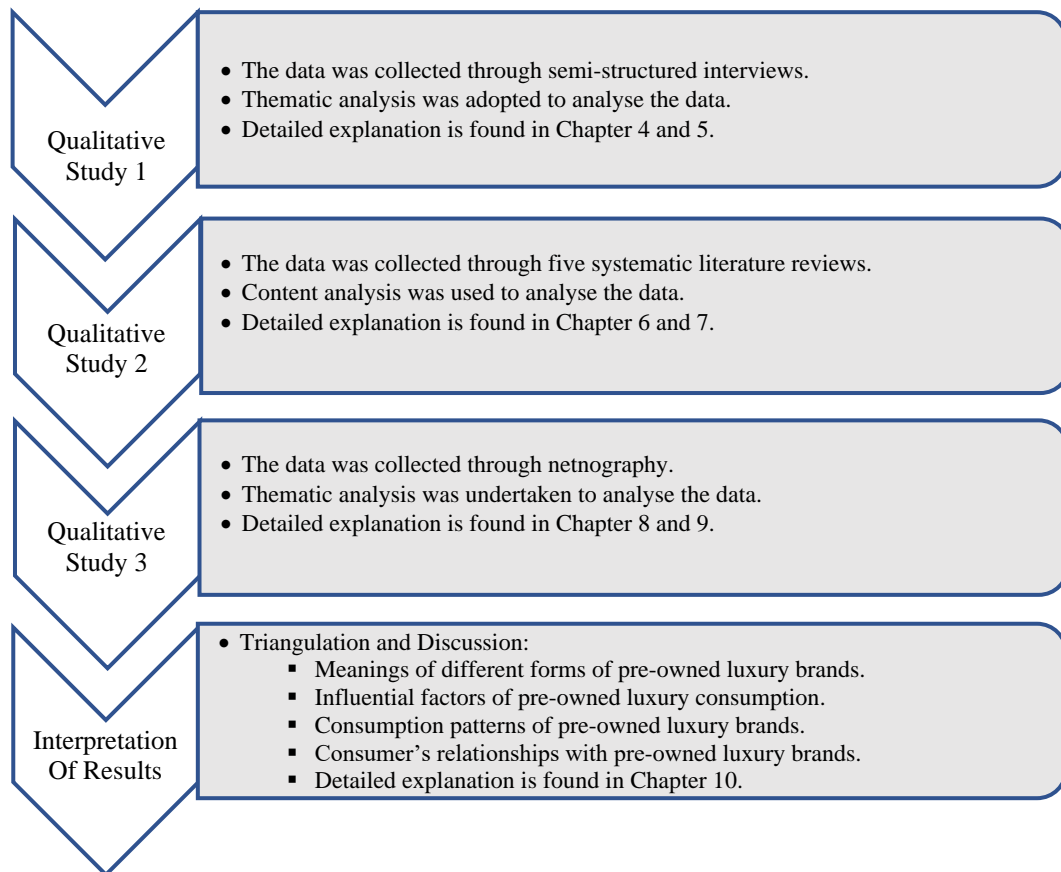
The epistemological assumption of interpretivists that knowledge can be approached only by interpreting individuals’ perceived reality also fits comfortably with the use of qualitative sources to answer the research questions (Blaikie and Priest, 2019). Considering the exploratory purpose of the research questions, this study adopts a qualitative approach with three qualitative data-collection methods to allow insights into individual consumers’ views regarding pre-owned luxury consumption (Black, 2006). The epistemological stance of interpretivism is consistent with the act of inductively identifying and interpreting the subjective meanings that consumers attach to their lived experience with pre-owned luxury consumption from collected qualitative data sets (Creswell, 2014). This is in contrast to collecting data to measure the social world through the empirical and objective methods, as in positivism (Saunders et al., 2019). Thus, an interpretivist perspective is compatible for answering the four research questions, fulfilled by qualitative data collection.

**Table 3.1 Summary of interpretivism alignment with research design**

Research questions proposing			Research questions answering		
Research Questions	Nature of current study	Interpretivist Ontological assumption	Desired data	Interpretivist Epistemological assumption	Research design
<p><b>Overarching research question:</b> Focusing on the consumption of pre-owned luxury branded items and exploring their role in brand relationships.</p> <p><b>RQ1:</b> What are meanings of potential different forms of pre-owned luxury brands?</p> <p><b>RQ2:</b> What are factors that influence consumers to choose pre-owned luxury brands?</p> <p><b>RQ3:</b> What are consumption patterns of pre-owned luxury brands?</p> <p><b>RQ4:</b> What is the relationship between consumers and their pre-owned luxury brands?</p>	<p><b>Research approach:</b> Open context of Exploration</p> <p><b>Desired outcomes:</b> The heterogeneity of consumers' response</p> <p><b>Research purpose:</b> Broaden understanding of knowledge</p>	<p>(1) Multiple reality that differs among individuals.</p> <p>(2) Not independent of social actors.</p> <p>(3) No permanent knowledge.</p>	<p><b>Nature of data:</b> Qualitative</p> <p><b>Aspects of information:</b> Individuals' subjective interpretation of how they experienced pre-owned luxury consumption</p>	<p>(1) Knowledge generated from interpreting consumers' subjective experienced reality.</p>	<p><b>Logic of inquiry:</b> Abductive</p> <p><b>Data sources:</b> Qualitative data collection</p> <p><b>Research design:</b> Multi-method qualitative design</p>

### 3.3 Research design

This study rigorously follows a pre-established research design to gather required information to answer the research questions. The research design is a general plan or template that delineates procedures and approaches to collect data to answer formulated research questions (Saunders et al., 2019). The choice of research design can be affected by a researcher's philosophical stance and the nature of the research questions (Blaikie and Priest, 2019). A multi-method qualitative phenomenological design was applied to answer four research questions from an interpretivist perspective (Table 3.1). The multi-method qualitative phenomenological design refers to choosing more than one qualitative research method to collect data and to analyse it non-numerically (Saunders et al., 2019). Figure 3.1 depicts the design approach used in this thesis.



**Figure 3.1 Summary of Multi-method qualitative phenomenological research design**

*Source: Adapted from Creswell and Creswell (2018)*

The logic of inquiry adopted in this research is abductive reasoning (Easterby-Smith et al., 2015). Abductive reasoning usually starts with an incomplete set of observations and then provides the most likely explanation for this set of observations (Blaikie and Priest, 2019). This abductive strategy aligns with the adopted interpretivism paradigm, as it helps to explore and explain pre-owned luxury consumption by drawing on the concepts and meanings used by consumers to interpret their behaviours with pre-owned luxury brands (Malhotra, 2017). Given the muddled state of literature on pre-owned luxury consumption, this inquiry approach supports the purpose of advancing knowledge in its relevant research areas by answering four research questions, which is neither pure knowledge generation through induction nor theory testing through deduction (Saunders et al., 2019). By combining the inductive and deductive approaches, the researcher moves back and forth between findings generated by semi-structured interviews, netnography, and systematic literature reviews to advance the knowledge of pre-owned luxury consumption (Bryman and Bell, 2015).

### 3.3.1 Research methods

Semi-structured interviews, systematic literature reviews, and netnography are incorporated into this multi-method qualitative phenomenological design to jointly answer the four research questions, thus informing the overarching research question of this thesis. An initial exploratory phase using semi-structured interviews provides an in-depth investigation into the complex phenomena of pre-owned luxury consumption (Easterby-Smith et al., 2015). Five systematic literature reviews are then conducted to help the researcher understand previous relevant perspectives of pre-owned luxury consumption to facilitate interpretations of interview findings. Afterwards, netnography is conducted to complement and triangulate with findings from the semi-structured interview and systematic literature reviews, adding insights gained from consumers' online reports of pre-owned luxury consumption.

#### 3.3.1.1 Semi-structured interview

Semi-structured interviews are conducted first (Easterby-Smith et al., 2015). A semi-structured interview is a commonly used method to inquire about individuals' lived experiences with a phenomenon (Creswell, 2014), and the choice of interviews to first collect data is consistent with the exploratory purpose of this research. The four research questions are proposed to explore the consumption of pre-owned luxury brands, a subject about which there is little existing knowledge (Saunders et al., 2019). To answer these questions, the researcher needs to explore and interpret how each individual who has experienced pre-owned luxury consumption describes the experience and interpret them.

Semi-structured interviews also align with the phenomenological research design (Lindsay, 2006), which requires the researcher to bracket their prior assumptions about a phenomenon when studying it (Dowling, 2007; Creswell, 2014). Conducting semi-structured interviews in this initial exploratory phase allows the researcher to set aside their inherent assumptions about pre-owned luxury consumption, thereby capturing the lived experiences described by participants and truly interpreting them (Saunders et al., 2019).

Semi-structured interviews aim to contribute to answering the research questions as follows. Since the various terms adopted by prior scholars to study pre-owned luxury consumption are ambiguous and are not derived from empirical exploration (Turunen and Leskinen, 2015; Keim and Wagner, 2018), the first objective of the interviews is to identify all potential forms of pre-owned luxury brands and their meanings as interpreted by informants to address

RQ1. By asking informants to share their stories of acquiring, discovering, or consuming pre-owned luxury brands, revelations can be gained regarding influential factors and consumption patterns of pre-owned luxury brands. Consumption patterns refer to consumers' buying habits and the trading channels for pre-owned luxury brands. The fifth objective of the semi-structured interviews is to answer RQ4. With the opportunity to pose both fixed and open questions (Saunders et al., 2019), the semi-structured interviews seek to probe informants' feelings and perceptions of value or benefits related to their consumption of pre-owned luxury brands. Specifically, the five objectives of the semi-structured interviews are:

Objective 1.1: To explore potential forms and meaning of pre-owned luxury brands.

Objective 1.2: To reveal influential factors regarding pre-owned luxury consumption.

Objective 1.3: To identify pre-owned luxury brand consumers' profiles in terms of their buying habits.

Objective 1.4: To identify trading channels for pre-owned luxury brands.

Objective 1.5: To investigate the relationship between consumers and their pre-owned luxury brands.

### 3.3.1.2 Systematic literature review

Five systematic literature reviews are conducted as the second phase of qualitative inquiry, focusing on luxury branding, consumer–brand relationship, brand love, brand hate, and second-hand consumption. Systematic literature review refers to a highly systematic process of reviewing literature to identify and synthesise existing bodies of knowledge (Mingione, 2015; Fink, 2019). In this study, these systematic literature reviews first aim to explore prior scholars' existing findings and interpretations on pre-owned luxury consumption and to extract qualitative data that is directly related to answering the four research questions.

Secondly, findings from these literature reviews can provide implications for further data collection in the third phase (Gilal et al., 2019), netnography. By comparing semi-structured interview findings with information gained through the literature reviews, subjects requiring further investigation can be identified, and the netnography data collection focus can be adjusted accordingly (Farmer et al., 2006).

The systematic literature reviews also aim to facilitate the interpretation of findings generated from the two other data-collection methods. Due to the paucity of knowledge, the

forms, consumption motivations, consumption patterns of pre-owned luxury brands, and their relationships with consumers revealed from the interviews and netnography can be still unclear to the researcher. Although pre-owned luxury brands are essentially different from brands, luxury brands, and pre-owned possessions, these four concepts share some similar characteristics (Table 2.1). Therefore, the interpretation of these findings can be facilitated by following the abductive reasoning approach, comparing them with existing knowledge in domains related to pre-owned luxury consumption (luxury branding, consumer–brand relationships, and second-hand consumption). Considering the diversity and long time span of relevant studies, systematic literature reviews can prevent the omission of quality literature due to subjective negligence (Arrigo, 2018). Given the purpose of these systematic literature reviews, four objectives are proposed:

Objective 2.1: To identify the existing forms of pre-owned luxury brands reported in the literature.

Objective 2.2: To summarise consumers' reasons for acquiring pre-owned items and luxury brands reported in the literature.

Objective 2.3: To review the consumption patterns of pre-owned luxury brands reported in the literature.

Objective 2.4: To identify the possible types of consumer–brand relationships reported in the literature.

### 3.3.1.3 Netnography

This study adopts a netnographic approach to explore online consumers shared their substantial online and offline lives regarding pre-owned luxury consumption. Netnography could be intuitively understood as adapting ethnography online (Kozinets, 2020). Online ethnography refers to studying a particular group of people or culture through online fieldwork, including various approaches (Fetterman, 2019; Ghaffari et al., 2019). However, netnography is not merely online ethnography (Kozinets, 2020). As one category of online ethnography, netnography is a much more structured, independent, and developed approach to conduct research within and about social media to seek an understanding of cultural experiences that encompass in the traces and practices on it (Schuman et al., 2021). Netnography data can be acquired through three fundamental operations, namely, investigation, interaction, and immersion (Kozinets, 2020).

Netnography is consistent with the exploratory design of this study. As an unobtrusive and naturalistic approach, netnography allows the non-disturbing exploration of pre-owned luxury brand consumers' online daily social lives to explore their public sharing of their experiences with pre-owned luxury brands (Heinonen and Medberg, 2018). By collecting consumers' naturally occurring online communications, netnography helps to accurately depict pre-owned luxury brand consumers' opinions and identify any sensitive details that may have been overlooked in the interviews (Morgan-Thomas et al., 2020). This way of triangulation enhances the exploration of trustworthy answers and adds depth and richness to the data set to address the research questions (Bowen, 2009; Miles et al., 2020).

Choosing a netnographic approach as opposed to its three similar approaches (offline ethnography, online ethnography, and online content analysis) best fits with the current research. Compared to do Ethnography offline, Netnography can help cater to the non-negligible trend of trading, sharing, and communicating pre-owned luxury brands online (Luxe.Digital, 2021a; Hinojo et al., 2022). Given the fact that this pre-owned luxury consumption-related phenomenon is supported by digital interactions and sharing, netnography first allows the researcher to trace and fully understand consumers' experiences with pre-owned luxury brands. Secondly, consumers who are accustomed to sharing their pre-owned luxury brands online may experience pre-owned luxury consumption differently than those who are accustomed to offline communications (Sihvonen and Turunen, 2016). For example, online consumers may be more technology-driven and, therefore, more comfortable about sharing their pre-owned luxury consumption experiences with unknown others (Sharma et al., 2018; Xharavina et al., 2020). Potential motivations related to online sharing can be overlooked when only offline consumption behaviours are studied.

Netnography is also more suitable for this research than online ethnography (Hallett and Barber, 2014), as the former approach is centred on the study of online traces (Kozinets, 2020). Online traces refer to consumers' online multi-media communication, such as textual communication, photographs and emojis (Kozinets, 2020). Through examination of these online traces, the opinions of a large population of consumers with different social-cultural backgrounds can be obtained, thereby supporting the study of pre-owned luxury consumption in a global context. The retroactivity of netnography also provide the opportunity to trace back consumers' online conversations for a long period to sufficiently explore and interpret their shared pre-owned luxury consumption experiences (Xun and Reynolds, 2010). As a structured approach, the procedure for conducting netnography

proposed by Kozinets (2020) is better suited to ensuring the collection of high-quality data than the broad online ethnography method.

A netnographic approach can produce more in-depth understanding than online content analysis can. Although both netnography and online content analysis focus on online traces, netnography places an emphasis on collecting immersive data, which is beyond those available traces (Boellstorff et al., 2013; Kozinets, 2020). The incorporation of immersive data in netnographic data collection allows the identification of any clues that are subjectively considered important by the researcher based on his reflection, to avoid the omission of valuable information that occurs infrequently (Gretzel, 2021). The thematic analysis method that corresponds to the netnography data collection can also help to reveal in-depth findings related to pre-owned luxury consumption (Braun and Clarke, 2022), which is a novel topic, rather than focusing on data categorisation such as content analysis, which is suitable to analyse larger sets of data (Seuring and Gold, 2011; Duan et al., 2020).

The research objectives of netnography are proposed as being consistent with the four research questions, which are:

Objective 3.1: To identify terms consumers used to describe pre-owned luxury brands online and their meanings.

Objective 3.2: To explore consumers' public sharing of factors that influence their acquisition of pre-owned luxury brands.

Objective 3.3: To classify pre-owned luxury brand consumers' profiles in terms of their buying habits.

Objective 3.4: To identify trading channels for pre-owned luxury brands that consumers share online.

Objective 3.5: To gain insight into the consumption experience of pre-owned luxury brands that are shared by consumers online to observe their relationships with pre-owned luxury brands.

The final determination of the research objectives of the three data-collection methods is rigorous. All objectives were first proposed independently by the researcher and were then reviewed by marketing experts to elicit suggestions for revision. After several rounds of revisions, research objectives were finalised. Table 3.2 displays how each objective of the three data-collection methods is expected to answer each research question. The three qualitative methods are discussed in detail in future chapters.



**Table 3.2 Summary of research objective alignment to research methods**

Overarching research question	Four research questions	Methods of data collection		
		<u>Semi-structured interview</u>	<u>Systematic literature review</u>	<u>Netnography</u>
To focus on the consumption of pre-owned luxury branded items and explores their role in brand relationships.	<b>RQ1:</b> To investigate meanings of potential different forms of pre-owned luxury brands.	Objective 1.1: To explore potential forms and meaning of pre-owned luxury brands.	Objective 2.1: To identify existing forms of pre-owned luxury brands reported in the literature.	Objective 3.1: To identify terms consumers used to describe pre-owned luxury brands online and their meanings.
	<b>RQ2:</b> To explore factors that influence consumers to choose pre-owned luxury brands.	Objective 1.2: To reveal influential factors regarding pre-owned luxury consumption.	Objective 2.2: To summarise consumers' reasons for acquiring pre-owned items and luxury brands reported in the literature.	Objective 3.2: To explore consumers' public sharing of factors that influence their acquisition of pre-owned luxury brands.
	<b>RQ3:</b> To identify consumption patterns of pre-owned luxury brands.	Objective 1.3: To identify pre-owned luxury brand consumers' profiles in terms of their buying habits. Objective 1.4: To identify the trading channels for pre-owned luxury brands.	Objective 2.3: To review consumption patterns of pre-owned luxury brands reported in the literature.	Objective 3.3: To classify pre-owned luxury brand consumers' profiles in terms of their buying habits. Objective 3.4: To identify trading channels for pre-owned luxury brands that consumers share online.
	<b>RQ4:</b> To recognise relationship between consumers and their pre-owned luxury brands.	Objective 1.5: To investigate the relationship between consumers and their pre-owned luxury brands.	Objective 2.4: To identify possible types of consumer-brand relationships reported in the literature.	Objective 3.5: To gain insight into the consumption experience of pre-owned luxury brands that shared by consumers online to observe their relationships with pre-owned luxury brands.

### 3.4 Context choice

International participants who acquire pre-owned luxury brands in various product categories were chosen as the research context for the semi-structured interview and netnographic data collection phases, given their alignment with the overarching research question of this research. Clarification of the research context can indicate the extent to which current research findings can help to understand pre-owned luxury consumption in other contexts (Saunders et al., 2019). The research context also provides readers the lenses through which the overall research design, findings, discussions, and implications of this study can be made sense (Korstjens and Moser, 2017).

Firstly, the selection of international participants is conducive to investigating the meanings of potential different forms of pre-owned luxury brands. With the globalisation of pre-owned luxury brand transactions (Statista, 2023), pre-owned luxury brand retailers have to reach out to consumers from all over the world. These consumers from a variety of social-cultural backgrounds may have different understandings of the meaning of pre-owned luxury brands, and, thus, prefer to use different terms to refer to them. Widely recognised terms, such as pre-loved luxury, may not have the same meaning to consumers of different social-cultural backgrounds. Thus, the choice of international participants is beneficial for this study to achieve an overarching understanding of the forms and meaning of pre-owned luxury brands.

Secondly, focusing on international participants can assist full exploration of influential factors of pre-owned luxury consumption. International participants may have different motives for buying pre-owned luxury brands shaped by the wide-ranging environments in which they grew up. For example, consumers in developing countries with struggling economies may prioritise the influence of economic-related factors on their purchase of pre-owned luxury brands, such as affordable choices (Turunen and Leskinen, 2015). By contrast, consumers in developed regions may expect additional value from pre-owned luxury consumption, such as ethical impacts or recreation value (Miller and Brannon, 2022). Given the possibility that international consumers may have different motivations for purchasing pre-owned luxury brands, it is necessary to choose international participants for this study.

Thirdly, studying international participants helps to comprehensively identify consumption patterns of pre-owned luxury brands. The rapid rise of pre-owned luxury consumption throughout the world is inseparable from the support and promotion of various forms of secondary markets (Turunen et al., 2020). Therefore, focusing on international consumers can help identify as many circulation channels for pre-owned luxury brands as possible. Furthermore, as pre-owned luxury consumption is expanding from isolated regional behaviours to global behaviours, studying international consumers is better than focusing on consumers in one specific area, to ensure that these research findings can fully characterise the pre-owned luxury consumption phenomenon.

Finally, investigating international participants can help to accurately identify relationships between consumers and their pre-owned luxury brands, thereby providing trustworthy implications for luxury brand managers. Most current luxury brands are marketed not only in the country in which they originate but also have grown into international brands, such as Louis Vuitton and Chanel (Luxe.Digital, 2023). This requires luxury brand managers to

consider international consumers in their branding process. The potential positive relationships between consumers and their pre-owned luxury brands noted in previous studies within specific countries are insufficient to demonstrate that pre-owned luxury consumption can affect consumer–brand relationship development and further influence the luxury branding process, as luxury brands are appealing to international consumers. Therefore, international consumers are the focus of this study.

The selection and design of data-collection methods are based on the ability to approach and recruit international participants. Firstly, most interviews were conducted in English, the most widely used language in the world, while two were conducted in Chinese; these choices allowed the interviewer to explore pre-owned luxury consumption in a global context (Lingua, 2022). The interview data was collected in English because this thesis is written in English, thereby preventing a loss of information accuracy caused by language conversion. While China is not the research focus, two Chinese-speaking participants expressed their willingness to share stories and experiences about pre-owned luxury consumption. As Chinese is the researcher’s native language, in-depth answers from these consumers could be obtained and analysed. Regarding netnography, both investigative and immersive data was collected by focusing on traces available on an international social media platform related to communicating and sharing pre-owned luxury brands, where conversations are in English. Therefore, netnography can help to understand the experiences of research participants from different social-cultural backgrounds, which is in line with the research context regarding participant selection for this study.

### **3.5 Chapter summary**

This chapter explains the analytic approach that was followed to undertake the current research, including the research paradigm, research design, and research context. The adopted interpretivism paradigm was first clarified and justified as an appropriate philosophical stance to explore the overarching research focus of this thesis by answering the four research questions, which underpins the research design. As an interpretivist, the researcher believes that there is no single social reality and that reality is individually interpreted through a set of unique mental representations of that reality in their minds.

The exploratory multi-method qualitative phenomenological research design that was implemented to answer the four research questions of this project was then articulated. The research design includes three data-collection strategies: semi-structured interviews,

systematic literature reviews, and netnography. The semi-structured interviews are proposed to be conducted as the first phase of qualitative inquiry to provide an in-depth exploration of consumers' experiences with pre-owned luxury brands. Data collected through five systematic literature reviews is expected to produce insights into scholars' findings on pre-owned luxury consumption as well as research areas related to pre-owned luxury consumption; this will assist with comparison and interpretation of findings generated from the two other qualitative data sets. Netnography then explores consumers' consumption experiences with pre-owned luxury brands, shared online, to tap into this emerging trend and to respond to recent calls for global study of pre-owned luxury consumption. After that, the ways in which each research objective of the three data-collection methods is expected to answer the research questions are indicated.

This chapter then discussed the context of this research in which international participants who acquire pre-owned luxury brands of various product categories were chosen. The compatibility between the selected research context and the research aim was also justified. The following chapters explain in detail how each of three qualitative studies was undertaken.

## CHAPTER 4 METHODOLOGY - SEMI-STRUCTURED INTERVIEW

### 4.1 Introduction

This chapter presents the methodological approach adopted in this study to conduct the semi-structured interviews. An explanation of the methods followed to collect and analyse interview data can demonstrate how the interview findings were rigorously drawn. The identified interview findings are further interpreted in combination with the findings of the systematic literature reviews and the netnography.

This chapter is structured into eight main sections. The first three sections discuss the data-collection preparation work, and Section 4.2 explains the key interview participants' choices to provide a basis for understanding the specifics of the interview design. Section 4.3 discusses the design of the two indicative interview guides used to question pre-owned luxury brand consumers and retailers, respectively, and Section 4.4 describes how potential ethical issues are addressed in this study.

Sections 4.5 and 4.6 then describe the interview data-collection process. Specifically, Section 4.5 explains the detailed procedure for participant recruitment using the purposive and snowball strategies in both online and offline channels. Section 4.6 summarises and discusses the characteristics of the interview participants.

Thereafter, this chapter explains how the six-step thematic analytic approach suggested by Gioia et al. (2013) is applied to analysis the interview data (Section 4.7). The rigour and trustworthiness of the interview data collection and analysis are then justified in Section 4.8.

### 4.2 Participant choices

To ensure that the semi-structured interview design makes sense, key choices regarding interview participants are clarified. Firstly, international participants were recruited for interviews, and the rationale for this is explained in Section 3.4.

Secondly, semi-structured interviews were chosen to provide an in-depth understanding of pre-owned luxury consumption from both consumers' and retailers' aspects. Consumers were interviewed, as they are the subjects of this study. As direct participants in pre-owned luxury markets, consumers can explicitly explore and interpret their stories and experiences

with pre-owned luxury brands to achieve the interview objectives. By interviewing retailers, it is possible to gain a richer understanding of pre-owned luxury consumption. Given the fact that retailers may meet large numbers of consumers in their daily business operations, their insights may provide a different understanding of pre-owned luxury consumption.

Thirdly, participants were recruited through both online and offline channels, which is conducive to recruiting consumers and retailers with international backgrounds. For online recruitment, Facebook, Twitter, and Instagram – three influential social media platforms (Statista, 2020) that are widely used in pre-owned luxury e-commerce – were the focus of participant recruitment (Vinerean and Opreana, 2019; Instagram, 2020). Data indicates that social media platforms have gradually become the mainstream channel for circulating pre-owned luxury brands (Saarijarvi et al., 2018). Regarding offline recruitment, purposive and snowball strategies were used to gain access to quality participants who confirmed to the interviewer that they have experience with pre-owned luxury consumption. It is worth emphasising that, since online recruitment was an approach only to find participants willing to be interviewed, the context of the interviews remains offline.

### **4.3 Indicative interview guide**

As both pre-owned luxury brand consumers and retailers were interviewed, the researcher chose to use indicative interview guides, which allow the interviewer to structure the order and content of semi-structured interviews (Easterby-Smith et al., 2015). It was expected that the structured, probing, and open-ended questions in the interview guides would help the interviewer explore valuable information on pre-owned luxury consumption.

Two indicative interview guides were developed, one for consumers and the other for retailers, to achieve the proposed research objectives (Easterby-Smith et al., 2015). The development of these guides is based on the understanding of two aspects of knowledge. The first is the research boundary of the term pre-owned luxury brand, defined based on the clarification of definitions of three core concepts – brand, luxury, and pre-owned possession – that constitute it. The second is the four research questions developed from the existing research gaps that relate to pre-owned luxury consumption, identified from the broad review of existing literature.

To ensure the rigour of structured and open-ended questions, development of the two interview guides took eight weeks – from June 2020 to the end of August 2020 – and seven

drafts before finalisation with the support of two marketing experts. The guide for consumers was also translated into Chinese, as two interviews were conducted in that language. Both the English and Chinese versions of the interview guides were piloted with three English-speaking participants and one Chinese-speaking participant, respectively, to ensure their readiness.

The indicative interview guide for consumers consists of six parts depicted in Table 4.1 below and provided in Appendix A.

**Table 4.1 Indicative interview guide for interviewing consumers**

	Parts	Content	Aims
<b>Before the interview</b>	Interviewees are encouraged to prepare pre-owned luxury brands that they want to share their stories with the researcher during the interview or items that could arouse their memorable pre-owned luxury brands, such as photographs.		
<b>During the interview</b>	<b>Warm-up</b>	A projective technique is adopted to encourage interviewees to talk about the pre-owned luxury brands they bring to this interview.	Using the projective technique (Ross, 2009) first lets interviewees participate in the interview in a relaxed mental state, as interview data is collected based on their verbal statements. It is also expected to reveal rich and accurate information that is relevant to all five research objectives from interviewees' shared stories with the projective stimulus (Steinman, 2009).
	<b>Part 1</b>	Questions regarding interviewees' understanding of luxury brands.	To explore what the term luxury brand means to informants to advance the understanding of the nature of luxury brand. Help interviewees recall the luxury brands they are more impressed with for discussion in subsequent interviews.
	<b>Part 2</b>	Questions regarding the luxury brands that interviewees feel strongly positive about.	To guide the interviewees to share their stories, consumption experience, and feelings about the pre-owned luxury brands they have purchased and feel strongly positive about. This part mainly contributes to exploring consumers' motivations for acquiring pre-owned luxury brands, and their relationships with pre-owned luxury brands.
	<b>Part 3</b>	Questions regarding other pre-owned luxury brands that interviewees have bought.	To explore interviewees' stories and consumption experiences with other pre-owned luxury brands that in addition to the brands that they have strong positive feelings about.
	<b>Part 4</b>	Questions regarding others' buying experience of pre-owned luxury brands.	To identify interviewees' opinions towards pre-owned luxury consumption. It is also designed to identify the profile of pre-owned luxury brand consumers.
	<b>Part 5</b>	Questions regarding interviewees' understandings of pre-owned luxury brands.	To explore the potential different forms of pre-owned luxury brands in interviewees' viewpoints and their meanings.
	<b>Part 6</b>	Questions regarding interviewee's demographics	To gather the personal details of interviewees.

The interview guide for interviewing retailers consists of five parts depicted in Table 4.2 below and provided in Appendix B.

**Table 4.2 Indicative interview guide for interviewing retailers**

<b>Parts</b>	<b>Content</b>	<b>Aims</b>
<b>Warm-up</b>	Warm-up questions	To familiarise interviewees with the interviewer to make them feel comfortable when answering questions in the next parts.
<b>Part 1</b>	Questions regarding interviewees' retailing store (online/offline)	To inquire interviewees about the background information of doing their daily business.
<b>Part 2</b>	Questions regarding interviewees' selling of pre-owned luxury brands	To ask interviewees to share their opinions about what luxury brand is in their minds and their experiences of selling the pre-owned items of these brands.
<b>Part 3</b>	Questions regarding interviewees' consumer groups	To ask interviewees to describe their trading stories with consumers. Interviewees are also asked to describe their consumers' profiles in terms of their buying habits.
<b>Part 4</b>	Questions regarding interviewees' understanding of pre-owned luxury brands	To explore what terms interviewees will use when selling their products to consumers, and why.
<b>Part 5</b>	Questions regarding the interviewee's demographics	To gather the personal details of interviewees.

#### **4.4 Ethics in contacting the research**

As part of preparations for the semi-structured interviews, ethical approval (Application NO. 400190220) was first obtained from the University of Glasgow ethics committee before any prospective participants were contacted. The researcher then began to identify potential participants and contacted them by following the proposed recruitment plan. Once consumers or retailers of pre-owned luxury brands expressed their willingness to participate in an interview, the researcher then sent them a consent form and participant information sheet. These documents ensured that potential participants were fully briefed about the scope of the research before they made their final decisions to attend. Participants were required to submit their signed consent form before the interviews began.

The ethical risk of attending the Interview was considered to be low, as there were no physical, financial, or other potential risks to participants. Before the interviews, participants were reminded that their involvement was completely voluntary and that they could withdraw at any stage. Participants were also asked for their permission to record the interviews. During each session, participants were given enough time to think about and provide their answers to questions and were permitted to ask questions about the study. Considering the protection of anonymity, participants' personal details (e.g., name, age) were kept strictly confidential by the researcher before, during, and after the interviews. In the analysis, pseudonyms were used. To ensure confidentiality of the data, it is available only on a password-protected computer.



#### **4.5 Participant recruitment**

Participants for this interview were recruited through the use of purposive and snowball strategies (Easterby-Smith et al., 2015). A purposive strategy requires the researcher to choose participants based on their own judgements (Bell et al., 2018), which is necessary because this study relies on the perspectives of consumers and retailers who have experience with pre-owned luxury brands. Snowball strategy was also employed because it can help identify additional individuals who meet the recruitment criteria from these participants who have been interviewed (Saunders et al., 2019).

Participants were recruited for this research only if they fulfilled the pre-established criteria (Easterby-Smith et al., 2015). Three sets of recruitment criteria were developed separately, with one set applicable to all potential participants and the other two applicable only to consumers and retailers, respectively. Firstly, all participants were required to meet two common criteria to be eligible for an interview. Bearing potential ethical issues in mind, all interview participants needed to be 18 years of age or older to provide legal consent, and they had to be fluent in either English or Chinese to ensure the feasibility and accuracy of interpreting interview data. Consumer participants were required to meet one additional criterion: that they had at least a purchase or use history with pre-owned luxury brands. This criterion aimed to identify consumers who have lived experiences with pre-owned luxury brands, ensuring that they could provide authentic opinions about their own consumption behaviours to enhance the credibility, richness, and depth of the interview findings. Retailers seeking to be chosen as participants also needed to meet another criterion: self-reporting that they are experienced in trading pre-owned luxury brands. This criterion was designed to identify retailers who have real sales experience with pre-owned luxury brands who were willing to share their stories of the business process and their true understanding of pre-owned luxury brand consumers and the market.

Online recruitment of both consumers and retailers focused on the pre-owned luxury markets available on social media platforms. The rapid rise of pre-owned luxury brands circulating on social media platforms is inevitable (Drahosova and Balco, 2017; Turunen et al., 2020), as there are no geographic restrictions (Vestiaire Collective, 2020); therefore, many eligible potential participants from diverse sociocultural backgrounds could be identified on these platforms. The openness and speed of social media platforms also supported flexible and in-depth communication with potential participants (Sihvonen and Turunen, 2016).

Facebook, Twitter, and Instagram – three influential social media platforms with large numbers of active users (Jin and Phua, 2014; Statista, 2020) – are widely employed in pre-owned luxury e-commerce (Saarijarvi et al., 2018; Vinerean and Opreana, 2019; Instagram, 2020). Due to the number of users who are interested in pre-owned luxury, recruitment efforts were focused on these platforms. To ensure broad representation, participants should be chosen from all three platforms instead of only one (Global web index, 2015; Saarijarvi et al., 2018). Additionally, the different approaches used by these three platforms to support the interactions between consumers and pre-owned luxury brand retailers could identify potentially different consumption phenomena (Casalo et al., 2018; Vinerean and Opreana, 2019). Another prominent incentive was that potential participants' personal contact information can be easily identified on social media, thereby making them accessible to the researcher (Lee et al., 2018a). Specifically, Facebook pre-owned luxury brand trading groups and pages, Twitter microblogs, the professional pre-owned luxury brand resellers' Instagram blogs, and Instagram hashtags were targeted to recruit participants.

Searching keywords were proposed to identify the groups, pages, and blogs that are used to trade or communicate pre-owned luxury brands. The keywords consisted of the names of the top 50 global luxury brands recognised from the global luxury brand 2019 ranking (Brand Finance, 2019) and nine luxury brands identified in the Best Global Brands 2019 Rankings (Interbrand, 2019); see Appendix C. The name of each recognised brand was first searched by adding prefixes such as “pre-owned”/ “pre-loved”/ “second-hand” + <luxury brand name>. To identify the sites that trade or communicate a large variety of luxury brands, keywords such as “pre-owned”/ “pre-loved”/ “second-hand” + “luxury brand” were also searched. As a result, a list of relevant Facebook groups and pages, Twitter and Instagram blogs, and Instagram hashtags were generated. To precisely locate potential active participants, only the highly interactive sites were targeted, as judged by regular posts and responses in the past 12 months.

Potential consumer participants were contacted and recruited from the identified sites through the following approaches. First, a recruitment notice for pre-owned luxury brand consumers was published on the identified Facebook groups and pages with the consent of the moderators, to raise awareness among consumers who would be interested in these interviews. Facebook group pages and group member lists were then browsed to identify the accounts that actively post, comment, or communicate about pre-owned luxury brands with others. These accounts were contacted via Facebook's private message function, and

invitation letters designed for consumer participants were sent, informing them of the purpose of the current study and soliciting their interest in participating. Consumers who expressed interest in participating were then sent the participant information sheet and consent form. Recruitment targets on Twitter and Instagram included creators of microblogs established for the purpose of sharing or communicating about pre-owned luxury brands and followers of pre-owned luxury brand dealers' blogs. Observations of the posts and follower lists of these blogs helped identify consumers who are interested in pre-owned luxury consumption.

Retailer participants were recruited online from Facebook groups and Instagram blogs. Members of selected Facebook groups who frequently post sales information about their pre-owned luxury brands on the group pages were contacted and sent invitation letters designed for pre-owned luxury brand retailers, asking if they would like to be interviewed. Furthermore, Instagram bloggers who post sales information about their pre-owned luxury brands on their blog home page or under hashtags relevant to pre-owned luxury consumption were also considered to be potential recruitable interviewees and were approached through private messages.

Consumer participants and retailer participants were also recruited offline from the researcher's acquaintances and supervisors' social network. Offline recruitment of participants from a population familiar to the researcher first ensures the high relevance of these participants to the current study. Whether these potential participants have real pre-owned luxury consumption experiences can be directly observed or verified, rather than judged by the self-reports of unfamiliar participants. Compared to participants who actively engage with pre-owned luxury brands online, offline consumers and retailers may also consume and trade pre-owned luxury brands for different reasons, thus producing different consumption experiences. For example, there are consumers in both the researcher's and supervisors' social networks who are primarily interested in buying luxury brands in niche categories, such as vintage cars, works of art, and branded pottery. Interviews with these niche consumers are expected to produce findings that could illuminate pre-owned luxury consumption experience from the perspective of multiple types of consumers. These potential consumer participants recruited offline were contacted directly via their personal e-mails with an accompanying invitation letter, as the researcher obtained their private contact details in advance.

Retailers who are experienced in operating pre-owned luxury brand stores also were recruited offline by the researcher's supervisors. Since these retailers often need to interact with consumers face-to-face in their daily operations, they may have a better understanding of their customers' pre-owned luxury consumption behaviours and can more specifically and truly describe their experiences and stories.

Recruitment of both consumer and retailer participants continued until data saturation was reached. Data saturation is when new data, new topics, or new codes do not appear in new interviews (Fusch and Ness, 2015).

#### **4.6 Profile of participants**

A total of 16 consumers, three retailers, and three traders were interviewed remotely via video conference between September 2020 and January 2021. Video conferencing was chosen for the interviews because of the pandemic-related lockdown as well as its suitability for meeting consumers scattered around the globe. It is noteworthy that some participants are not only consumers of pre-owned luxury brands but also sellers, and they are categorised as "traders". Interviews with these traders were conducted using an interview guide that includes questions from the guides prepared for consumers and retailers. The participants' details are listed in Tables 4.3 and 4.4.

The demographic details of participants demonstrate a broad diversity in terms of nationality, age, and gender. Specifically, 22 participants (15 females and seven males) come from 11 countries, indicating the breadth of the sample's sociocultural background. Their ages ranged from 18 to 70 years old, with an average age of 38. This average is further specified as 40 years old for females and 34 years old for males. The wide age distribution implies a good representativeness of the sample to consumers' opinions across all age groups.

The richness and reliability of the information gathered is evidenced by the wealth of experiences that participants shared in the interviews. In terms of information richness, a total of 105 incidents or stories were identified that related to these participants' acquisitions of their preferred pre-owned items, through diverse trading channels, from 28 luxury brands across more than 15 product categories. The high reliability of the collected information is reflected in consumers' long-term interest in pre-owned luxury brands, an average of 14 years, indicating that they are knowledgeable buyers. The self-reported experiences of reselling pre-owned luxury brands shared by traders and retailers also make their opinions

convincing. An average of six years of pre-owned luxury brand trading experience through both online and offline channels supports a conclusion that these six participants have an in-depth understanding of their consumers and pre-owned luxury consumption.

**Table 4.3 Participants' characteristics (Pre-owned luxury brand consumers and traders) in semi-structured interview**

Identity of participants	Gender	Country of origin	Source of participants	Age Group	NO. of shared incidents	Acquired product category	Preferred pre-owned luxury brands	Years of interest	Acquiring channels	Number of words (transcript)	Interview duration (mins)
Consumer 1	Female	USA	Supervisors' network	38-48	5	Handbag	Gucci	20	Vestiaire Collective; eBay	4443	37
Consumer 2	Female	UK	Interviewer's acquaintance	48-58	5	Oil painting; Garment; Shoes	Joan Miro; Vivienne Westwood	32	Art dealer; eBay	7152	72
Consumer 3	Female	Canada	Colleague referral	28-38	6	Bag; Small leather goods	Prada; Louis Vuitton	18	Second-hand website; eBay	5102	42
Consumer 4	Male	USA	Supervisors' network	68-78	14	Vintage automobile	Mercedes; TVR	20	Car dealer; Car club	11024	91
Consumer 5	Female	France	Interviewer's acquaintance	38-48	6	Handbag; Scarf	Gucci; Alexander McQueen	8	Vestiaire Collective; eBay	5915	55
Consumer 6	Female	UK	Facebook trading group	18-28	4	Handbag	Chanel; Louis Vuitton	13	eBay	7608	66
Consumer 7	Female	Philippine	Facebook trading group	18-28	4	Handbag	Louis Vuitton	5	Facebook group	3646	30
Consumer 8	Male	Canada	Facebook trading group	28-38	8	Watch	Rolex; Omega; Tissot; Longines	7	Inheritance; Auction; Authorized dealer	11976	92
Consumer 9	Male	China	Interviewer's acquaintance	28-38	5	Pottery cricket pot	Yuanzhonghua; Suxiaohong	15	Online trading platforms; Pet market	4555	43
Consumer 10	Female	UK	Colleague referral	38-48	4	Bodice	Prada; Issey Miyake	5	Isabella's wardrobe	3692	32
Consumer 11	Female	Denmark	Colleague referral	28-38	5	Skirt; Kitchenware	Karen Milen; Emma Bridgewater	9	Charity shop; Online bidding; Bartering group	7119	60
Consumer 12	Male	UK	Facebook trading group	18-28	8	Sneakers; Necklace	Prada; Christian Dior; Louis Vuitton	1.5	Depop app	4684	43
Consumer 13	Female	UK	Instagram blogger	28-38	4	Tote bag; WOC	Louis Vuitton; Chanel	20	Private Facebook group	2490	By text
Consumer 14	Female	Australia	Instagram blogger	38-48	2	Handbag	Louis Vuitton	1.5	Professional selling website	1320	By text
Consumer 15	Male	China	Interviewer's colleague	18-28	7	Game card; Stamps	Konami; China post	15	Toy store; Postal bank	7753	68
Consumer 16	Male	China	Interviewer's colleague	18-28	4	Sneakers	Nike; Adidas; Fear of God	10	Stock X; Dewu	5503	51
Trader 1	Female	Palestine	Supervisor's network	38-48	5	Handbag; Silverware; Porcelain	Chanel; Hermes; Christoffle; Meissen	15	Pre-owned luxury brand store	6641	54
Trader 2	Female	UK	Facebook trading group	38-48	5	Handbag	Louis Vuitton; Chanel	26	eBay; Facebook group	7828	61
Trader 3	Female	UK	Facebook trading group	48-58	4	Dress	Mulberry; Vivienne Westwood; Chanel	25	Pre-owned luxury brand shop	6571	55

**Table 4.4 Participants' characteristics (Pre-owned luxury brand traders and retailers) in semi-structured interview**

<b>Identity of participants</b>	<b>Gender</b>	<b>Country of origin</b>	<b>Source of participants</b>	<b>Age Group</b>	<b>NO. of shared incidents</b>	<b>Sold product category</b>	<b>Trading experience (Years)</b>	<b>Selling channels</b>	<b>Number of words (transcript)</b>	<b>Interview duration (mins)</b>
<b>Trader 1</b>	Female	Palestine	Supervisor's network	38-48	4	Handbag	15	WhatsApp	6641	54
<b>Trader 2</b>	Female	UK	Facebook pre-owned luxury brand trading group	38-48	3	Handbag	10	Facebook group; eBay	7828	61
<b>Trader 3</b>	Female	UK	Facebook pre-owned luxury brand trading group	48-58	4	Clothes and Handbags	3	Self-operated pre-owned luxury offline consignment boutique	6571	55
<b>Retailer 1</b>	Male	Greece	Supervisor's network	18-28	4	Handbag; accessory; clothing	2	Pre-owned luxury offline consignment store	3411	32
<b>Retailer 2</b>	Female	Philippine	Facebook pre-owned luxury brand trading group	58-68	4	Handbag	2	Facebook live sales	4364	49
<b>Retailer 3</b>	Female	Egypt	Interviewers' acquaintance	38-48	5	Handbag; accessory; clothing	5	Facebook page	4841	52

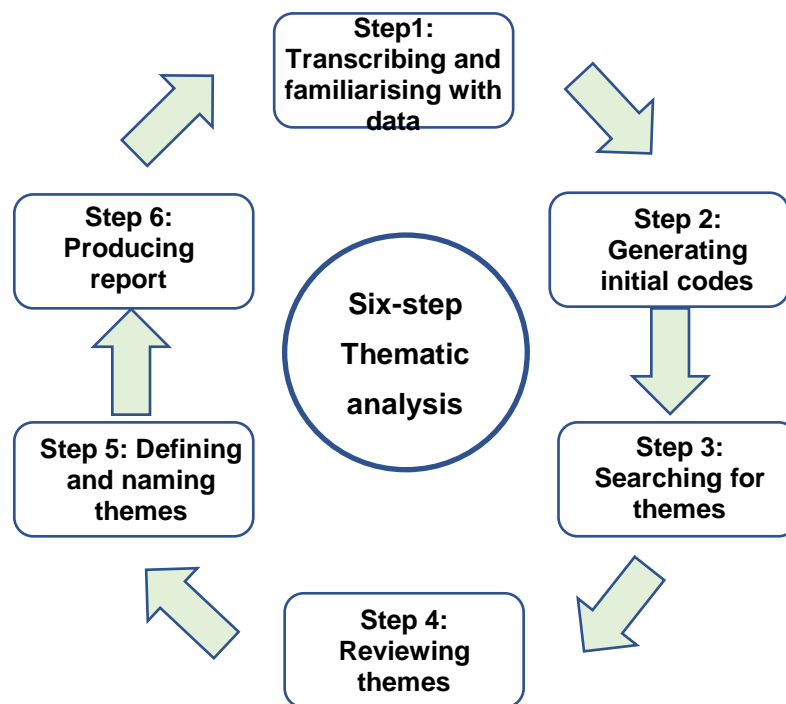
## **4.7 Data analysis approach**

Thematic analysis was used to analyse the semi-structured interview data; this describes an iterative process to generate codes and identify themes from qualitative data (Clarke and Braun, 2017; Braun and Clarke, 2022). The systematic yet flexible process of thematic analysis allows the researcher to divide and categorise large amounts of interview data in a way that is easier to interpret (Gioia et al., 2013).

Thematic analysis is more suitable for use in current research than other similar approaches. Compared to content analysis, which tends to interpret data descriptively and quantitatively, thematic analysis highlights the important role of the researcher's subjective judgements in the data analysis process (Braun and Clarke, 2022). This emphasis is consistent with the adopted interpretivism research paradigm and the exploratory purpose of interview objectives. Examining interview data through thematic analysis not only allows the identification of frequently appearing information, such as some explicit motivators of pre-owned luxury consumption, but also leads the researcher to discover some implicit but subjectively important details to achieve the interview objectives, such as potential different forms of pre-owned luxury brands. Thematic analysis is also better suited for analysing interview data than discourse analysis, since the latter method is often used to examine naturally occurring semiotic events, such as a politician's voice and gestures during a speech (Johnstone, 2018). Discourse analysis is incompatible with the interview data type and objectives, as the interviews are only voice-recorded, and the purpose is to identify the meaning patterns from participants' shared information on pre-owned luxury consumption.

Thematic analysis of interview data was conducted by following the six-step procedure suggested by Gioia et al. (2013), as indicated in the Figure 4.1 below.





**Figure 4.1 Six-steps thematic analysis of interview data**

*Source adapted from: Gioia et al. (2013)*

Step 1: The researcher first manually transcribed interview recordings into text on his own. Recordings were listened to closely and repeatedly to ensure that the transcriptions are readable and easy to comprehend. Then, the Otter transcription tool was used to convert the recordings again to compare them with the manual transcriptions and to modify the differences. Generated transcriptions and recordings were further reviewed by two supervisors. The interviews ranged between 1,320 and 11,976 words each, producing a total of 127,638 words. All transcriptions were read thoroughly, and initial thoughts and impressions were noted. Since two interviews were conducted in Chinese, notes and memos related to these two transcriptions were produced in Chinese to capture language-inherent and language-specific nuances and shades (Welch and Piekkari, 2006).

Step 2: Each interview transcription was reviewed word by word to identify data extracts that appeared to be relevant or interesting for the study of pre-owned luxury consumption (Gioia et al., 2013). These data extracts with similar meanings were highlighted and organised into the same group identified by a code, while data extracts with different meanings were coded separately. Consistent with Step 1, the inquiry language of each interview was used to code the corresponding transcription to avoid inaccurate interpretations of key experiences recounted in specific interviews.

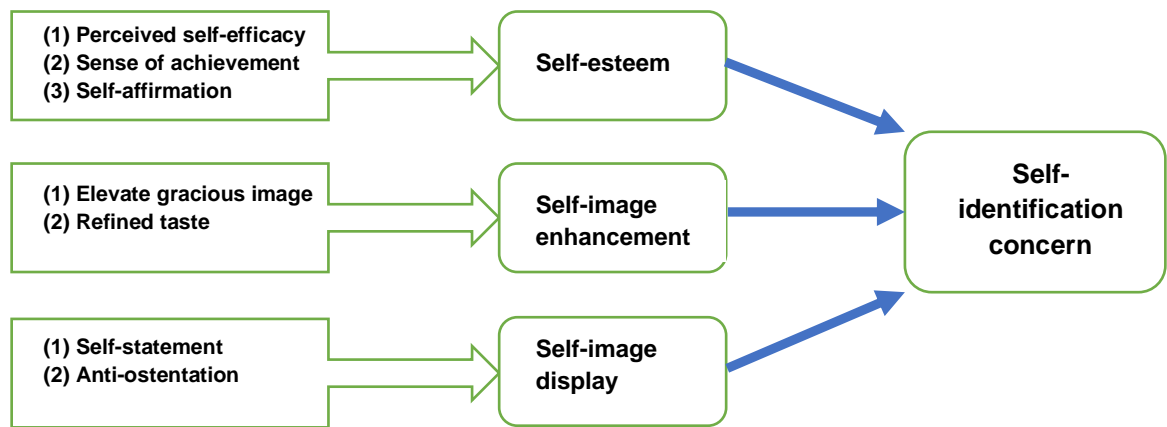
Step 3: All of the initial codes and the data extracts they contained were then reviewed to identify how these codes could be combined to form overarching themes. Since the research outcomes of this study are presented in English, the codes in Chinese generated in Step 2 were also translated into English to enable their analysis and combination with other codes. Bearing in mind the interview objectives, themes relevant to the study of pre-owned luxury consumption were created to effectively answer these objectives (Gioia et al., 2013).

Step 4: Relationships between codes, sub-themes, and themes were reviewed to explore their significance and relevance. When themes were determined, the researcher re-reviewed the data extracts from Step 1 and compared them with the themes to check whether generated themes and the data extracts they represented were consistent. Themes that lacked accuracy were further split, recombined, or discarded to improve their usefulness for this research (Braun and Clarke, 2022).

Step 5: When a list of themes and sub-themes was confirmed from Step 4, the researcher further renamed those themes that appeared to be unclear or wordy. Then, all of the finalised themes were defined to clarify the exact meanings of each theme, with the aim to avoid any ambiguity in interpreting the findings (Gioia et al., 2013). An example of the data structure is depicted in Figure 4.2.

Step 6: A report was produced (see Chapter 5) to present the findings related to answering the five interview research objectives with the use of corresponding data extracts to make explanations.

The abductive approach was used to determine the codes and themes during the thematic analysis process. Given the lack of existing knowledge regarding pre-owned luxury consumption, it is necessary for the researcher to mainly take an inductive approach to generate relevant codes and themes to answer the five interview objectives. Nevertheless, it is also acknowledged that the initial broad review of relevant literature and the researcher's knowledge reserve will inevitably influence the coding and theming process, which reflects the deductive approach (Joffe and Yardley, 2004).



*Figure 4.2 Example of data structure (1st and 2nd order coding)*

*Source adapted from: Gioia et al. (2013)*

#### **4.8 Rigour and trustworthiness of semi-structured interviews**

The rigour and trustworthiness of adopting the semi-structured interview method as an inquiry within the interpretivism research paradigm were carefully addressed. Despite its richness and discovery potential, qualitative research is often criticised for lacking academic rigour and credibility (Gioia et al., 2013). The strategy to ensure rigour in current research is to follow a systematic research design, data collection procedure, data analysis and interpretation tactics, and communication method (Mays and Pope, 1995). To ensure the qualitative rigour, the interview objectives, indicative interview guides, recruitment of participants, and data analysis were all designed with care and explained in detail in advance to ensure that the overall method can stand independently and be repeated by other trained researchers to produce similar conclusions (Mays and Pope, 1995).

The trustworthiness of semi-structured interviews was ensured by meeting the four evaluation criteria proposed by Guba (1981). These four criteria jointly contribute to the enhancement of the trustworthiness of interview data collection under the interpretivism research paradigm (Table 4.5).

**Table 4.5 The trustworthiness of semi-structured interviews**

<b>Criteria</b>	<b>Main concern</b>	<b>Safety precautions</b>
<b>Truth value (Credibility)</b>	The degree of confidence in the “truth” of the interview findings	<ul style="list-style-type: none"> <li>▪ Semi-structured interviews as a trustworthy, well-established, and commonly used method in phenomenological research were adopted and conducted with two indicative interview guides to ensure the credibility of collected data.</li> <li>▪ The transcriptions were also confirmed with some of the participants if any part of the audio recording was found to be unclear.</li> <li>▪ Debriefing sessions with marketing experts were arranged to ensure the appropriateness of data collection and analysis.</li> </ul>
<b>Applicability (Transferability)</b>	The extent of applicability of research results with other subjects	<ul style="list-style-type: none"> <li>▪ Both purposive and snowball strategies were adopted to recruit participants to ensure that all participants had real experiences related to the consumption or trade of pre-owned luxury brands.</li> <li>▪ Participants were selected from 11 countries, indicating a broad diversity of their sociocultural backgrounds. This demonstrates their representativeness to the entire population of consumers.</li> <li>▪ The transcriptions produced a total of 127,638 words, representing a thick and rich qualitative data set to achieve transferability of results.</li> </ul>
<b>Consistency (Dependability)</b>	The extent to which interview findings can be repeated if the interviews were replicated with similar participants in a similar context.	<p>Actions were taken to minimise the participants’ potential uncomfortable feelings. For example,</p> <ul style="list-style-type: none"> <li>▪ Before the interviews, participants were told that their identities were being kept anonymous and were replaced by a code.</li> <li>▪ Participants were also told they were free to withdraw from the interview at any time to ease any pressure they felt about voicing their true feelings.</li> </ul>
<b>Neutrality (Confirmability)</b>	The degree to which the interview findings reflect the participants’ true experiences with pre-owned luxury brands	<p>Confirmability was achieved by minimising the influence of the researcher’s personal preconceptions on data collection and data analysis. For instance,</p> <ul style="list-style-type: none"> <li>▪ Seven rounds development of two indicative interview guides under the extensive help of supervisors helped ensure that the interview guides were free of leading questions and did not include any bias (Saunders et al., 2019).</li> <li>▪ The researcher did not do extensive literature reading before conducting the interviews to ensure that he was as unaffected by his knowledge as possible when analysing the interview data to explore pre-owned luxury consumption.</li> </ul>

#### **4.9 Chapter summary**

This chapter describes the overall process that was followed to collect and analyse the semi-structured interview data. The choice of participants was first explained to provide a context in which the semi-structured interview design can be made sense. Specifically, both pre-owned luxury brand consumers and retailers with international background were targeted to recruit online and offline by using purposive and snowball strategies. Semi-structured interviews were mainly conducted in English, with two interviews in Chinese.

This chapter presents the specifics of the semi-structured interview design. First, two indicative interview guides were built to interview consumer participants and retailer participants, respectively. Then, explanations were offered for how potential ethical issues were addressed before, during, and after the semi-structured interviews. For example, ethical

approval was obtained from the University of Glasgow ethics committee in advance of the data-collection process. After that, recruitment criteria for consumer and retailer participants and every step followed to identify them via online and offline channels were explained in detail. As a result, 22 semi-structured interviews were conducted via video conference between September 2020 and January 2021. An overview of interview participants' profiles was subsequently provided, indicating that the data collected from the interviews is rich, diverse, and reliable.

This chapter also explains the thematic analytic approach followed to analyse the collected interview data. Thematic analysis of the interview data was conducted by following the six-step procedure suggested by Gioia et al. (2013). Each step of thematic analysis was explained in detail to review the data analysis operation in the most realistic way. Finally, the rigour and trustworthiness of data collection and the data analysis process were justified by relating the main decisions made throughout the entire qualitative interview data-collection process.

As the first study of the multi-method qualitative research design, semi-structured interviews were conducted to gain insights into the complex phenomena of pre-owned luxury consumption (Easterby-Smith et al., 2015). Interview findings were then interpreted with systematic literature review findings to develop further understanding of pre-owned luxury consumption. Built on these results, netnography was conducted to extend insights into consumers' online shared experiences of pre-owned luxury consumption.

## CHAPTER 5 FINDINGS - SEMI-STRUCTURED INTERVIEW

### 5.1 Introduction

This chapter presents findings identified from the thematic analysis of the semi-structured interview data. As the first stage of data collection, semi-structured interviews were conducted before collecting data through systematic literature reviews, aiming to allow the researcher to avoid being affected by existing knowledge when interviewing informants and analysing data, thereby mining richer and deeper information. Interview findings are then further triangulated with the findings identified from the systematic literature reviews and the netnography to achieve an integrated understanding of the research questions.

The semi-structured interview findings are organised thematically according to the five interview objectives they sought to answer. Specifically, the six identified forms of pre-owned luxury brands and their characteristics are presented in Section 5.2. Then, findings related to the eight themes of motivating factors, two themes of facilitating factors, and two themes of hindering factors that influence consumers' acquisitions of pre-owned luxury brands are reviewed in Section 5.3. This is followed by an elaboration of the eight identified types of pre-owned luxury brand consumers' profiles in Section 5.4. After that, both the online and offline trading channels of pre-owned luxury brands are discussed in Section 5.5. Finally, the findings regarding each sub-theme of indicators of the positive relationship between consumers and their pre-owned luxury brands are reviewed in Section 5.6.

### 5.2 Forms and meanings of pre-owned luxury branded items

This section presents an identified theme of interview findings related to Research objective 1.1, which is the exploration of potential forms of pre-owned luxury brands and their meanings. Six forms of pre-owned luxury brands were revealed from the interview data: *pre-owned luxury brand*, *pre-loved luxury brand*, *vintage luxury brand*, *second-hand luxury brand*, *luxury collectible*, and *resale luxury* (see Table 5.1).

**Table 5.1 Forms and meanings of pre-owned luxury branded items**

Theme	Forms	Codes
Forms of existence of pre-owned luxury brand	Pre-owned luxury brand	Owned before.
		Discounted excitement.
	Pre-loved luxury brand	Being loved,
		Being used,
		Seller's marketing tactic.
		Positive: comfortable feeling
		Negative: too much attachment.
	Vintage luxury brand	Over 20 years.
		High price,
		Scarcity,
		Desirable,
	Second-hand luxury brand	Knowledge requirement.
		Irrelevant to year,
		Changed hands.
		Low-end image
	Luxury collectible	Being used.
Apart from utility,		
Resale luxury	Perceived ownership.	
	Brand new item.	

5.2.1 Theme 1: Forms of existence of pre-owned luxury brand

Findings in this theme reveal the characteristics and meanings of six forms of pre-owned luxury brands (Table 5.1). Since forms of pre-owned luxury brands examined in previous studies were not discovered based on empirical research, their existence is questionable. This theme can help to explore potential forms of pre-owned luxury brands that truly exist in the secondary market from the perspective of market participants, which is more in line with the actual market situation.

The term pre-owned luxury brand was identified as the broadest term used by informants to describe their luxury branded items obtained from the secondary markets. When talking about pre-owned luxury brand, informants provided a straightforward description and explanation of its characteristics and connotation. The most prominent characteristic of pre-owned luxury brands mentioned is that they have been owned previously. C2, as the CEO of a company that advocates sustainable consumption, believes that pre-owned luxury brands should be directly understood according to their literal meaning.

*“Yeah. So with clothing, we call that pre-owned. I would say pre-owned because it hasn’t been worn. If they had been worn, I would have said pre-loved.” (C2, F51).*

Similarly, C12, a person who actively hunts for pre-owned luxury brands online, also suggested that pre-owned is frequently used to refer to either old or new items in the luxury

brand secondary markets rather than the term vintage.

*“I see that all the time, people using the pre-owned. When I see a lot is like vintage as well although most of time it's not too old.” (C12, 18).*

Consistent with the actual use of the term “pre-owned” by some well-known luxury brand resellers (Fashionphile, 2023; Vestiaire Collective, 2023), the interview findings also note that the term pre-owned luxury brand could be applicable to all luxury brands circulating in the secondary market. The possible reason is that while this term emphasises the commonality of these luxury branded items as pre-owned, it does not restrict their other characteristics, which makes it a highly inclusive term. Although the term pre-owned is used widely (The RealReal, 2023), it is surprising that previous research has largely neglected its mention, attention, and definition (Turunen et al., 2020). To a certain extent, this neglect has exposed the fact that previous research on the consumption forms of pre-owned luxury brands was not rigorous and comprehensive and did not truly reflect the phenomenon (Silva et al., 2022).

Informants also mentioned that pre-owned luxury can sometimes generate “Discounted excitement” towards luxury brands in the secondary market. Discounted excitement refers to a consumer’s negative emotions. For instance, C11 described her unusual feeling when hearing the term pre-owned luxury as:

*“Um, pre-owned sounds a bit discount and makes people freak out a little bit that it has been pre-owned... it sounds a little bit that awakens too much connotation in your head that there was somebody before and I think the main part of selling an item is that it should be new to you item.” (C11, F32).*

The term pre-owned can generate a discounted excitement among consumers, which may be related to the importance they attach to their ownership of these luxury brands. This group of consumers obtains these luxury brands through secondary markets, not only for short-term access but also because they wish to own them exclusively over the long-term. Therefore, these consumers could be more sensitive to the prefix “pre”, because they do not want to be actively reminded of the fact that these items have been shared and owned by others; instead, they are more concerned about their current possession of them. This finding indicates that ownership can still be an important attribute of luxury brands that cannot be ignored (Lastovicka and Sirianni, 2011; Turunen and Leskinen, 2015). Using various terms to refer to these luxury brands can emphasise or conceal the nature of ownership of these



items in consumers' minds. To summarise, the term pre-owned luxury brand, in the informants' understanding, refers to any luxury brands that were owned previously.

Consistent with the taxonomy used in Turunen and Leskinen's (2015), pre-loved luxury brand was one term frequently mentioned by informants, who attempted to describe it by focusing on its main characteristics and explaining their connotations. Three characteristics of pre-loved luxury brands revealed during the interviews are being loved, being used, and the seller's marketing tactic. Being loved refers to those pre-loved luxury brands were once loved by their previous owners. For example, C3 expressed her preference for using the term pre-loved, as it conjures an image of these items being loved by others, which is different from the term second-hand luxury brand.

*"Um, but I like pre-loved because... you know, because it just... Yeah, it makes it seem like somebody loved it before." (C3, F33).*

A firmer statement was provided by T2, who claims that pre-loved luxury should refer only to those luxury brands that have been taken good care of, rather than those items that have been ruined.

*"To me, pre-loved means that it's been taken care of. And it's been loved by someone else. I don't want to buy a bag that someone has kicked around and, you know ruined, because that's not pre-loved." (T2, F39).*

Informants also mentioned the degree of use when describing pre-loved luxury brands. One informant stated that pre-loved, in her opinion, refers only to luxury branded items that have been worn or used.

*"If you wore it, then you sell it then you loved it. So, it's kind of pre-loved. That's my kind of thinking about that." (C2, F51).*

The term pre-loved is also seen as a frequently used marketing tool, and both retailer and trader informants acknowledged that this is a nice way to describe pre-owned luxury brands to make them more saleable. To illustrate:

*"But nonetheless, even though an item might come to me that's never ever been worn. I still call it pre-loved. That people I think, now understand, it's a term that they accept. And because my standards are so high, they didn't expect it to feel like it's second-hand. Yeah, so again, it is all part of my brand values." (T3, F54).*

This finding contributes to the clarification of the meaning of “loved” in the term pre-loved luxury brand. Recalling previous literature, scholars suggest only that the term pre-loved luxury brand can include three forms based on their subjective inferences (Turunen and Leskinen, 2015), without specifying what it stands for (Silva et al., 2022). The term “loved” can easily cause confusion in terms of how one could know whether a luxury branded item has been loved or not. However, the interview findings indicated that the use of loved to describe luxury brands can be considered as a type of ‘wishful thinking’ from the perspective of consumers and retailers. Compared to the terms pre-owned and second-hand, the term pre-loved not only skilfully removes the stigma of being previously owned or used but also adds “love” to the reputation for these luxury branded items, giving them a special heritage.

Interview findings also revealed that informants sometimes differed on whether the connotation of the term pre-loved luxury brand can be considered positive or negative. Here, connotation refers to the feeling that a term invokes in consumers in addition to its literal or primary meaning. From a positive perspective, several informants explained that being reminded that their pre-owned luxury brands were possibly once loved and cared for by others before coming to them can give them a comfortable feeling when they are using these items. For instance,

*“I think it’s nice, because it means that it’s had a life before it came to me. Like, you know I mean someone else had fun with it, and admired it, and enjoy using it, and then excited...So, it’s kind of a positive connotation.” (C1, F45).*

However, as with the term pre-owned luxury brand, informants also stated that the prefix in the term pre-loved can remind them of the previous owners of the luxury brands they acquired, thereby generating negative feelings.

*“It is pre-owned or pre-loved, then it’s got too much of an attachment to its previous owner. And then it is not good.” (C11, F32).*

From these two conflicting perspectives, the term “loved” may have both positive and negative impacts on consumers’ preferences for pre-owned luxury brands. Some consumers prefer the attachment of the previous owner embedded in pre-loved luxury brands and would like to fantasise about the positive past experiences of these items. However, another group of consumers are uncomfortable with this attachment and do not want it mentioned, which is unexpected. It appears that the traces of the previous owner’s love of these pre-loved luxury brands have become a stain in the eyes of these consumers and the source of entangled

emotions for them (Lastovicka and Sirianni, 2011). To conclude, pre-loved luxury brand often refers to the luxury branded items that are believed to have been loved by their previous owners, and this has both positive and negative connotations to different people and is often used as a marketing term.

The third term identified is vintage luxury brand. Findings from the interviews are related mainly to the time of production and other characteristics of vintage luxury brands. Time of production was identified as the most prominent factor to determine whether a pre-owned luxury brand is eligible to be considered vintage luxury. Informants who are interested in collecting vintage luxury items explained, as if by prior agreement, that the most widely accepted time span for vintage luxury is more than 20 years. For example,

*“Pieces that I would consider as vintage maybe like 20 plus years.” (C3, F33).*

*“I think like, it has to be at least like 20 years old, something like that to fall into like vintage you know.” (C8, M34)*

Although no research exists to demonstrate how the appearance or characteristics of luxury brands will change after 20 years of use, this unwritten standard seems to indicate that vintage luxury brands are older and more historic than other pre-owned luxury brands.

Informants also mentioned four attributes with which vintage luxury brands are usually associated: high price, scarcity, desirability, and knowledge. One notable characteristic of vintage luxury brands is that they are often more expensive than new.

*“And there's kind of a little bit of a different mentality when it comes to vintage because these collectors are looking for detail. And you know you're getting into big dollars.” (C8, M34)*

The second identified characteristic is scarcity. When talking about different series of vintage sneakers, C6 did not particularly emphasise the age of vintage luxury brands but claimed that the number of luxury brand sneakers eligible for vintage luxury status should be limited.

*“It is not necessarily be that old, but it needs to be a very limited amount, but also the design itself, it should be really good.” (C16, M26)*

The reason for this is, if certain luxury branded products were originally issued in large quantities, the rarity of these products may not be high, even after 20 years. These pre-owned luxury brands that can be easily obtained at any time may not have the characteristics of the era that can make them stand out when compared to new luxury brands in the market. Therefore, these pre-owned luxury brands can hardly be called vintage luxury.

Desirability is the third identified characteristic of vintage luxury, which refers to the fact that vintage luxury brands should have a style that is desirable for replication today. Informants stated that vintage luxury brands must be representative not only of the style of a specific era but also that these brands should continue to satisfy consumers' aesthetic standards after many years. For instance,

*“However, I think vintage has become less so a definition of age and how old an item is and more of an adjective for the style... there are people with this sense of style where they are trying hard to replicate that look, it's almost a desirable thing to have their items to be vintage.” (C6, F25).*

Furthermore, informants also mentioned another interesting characteristic of vintage luxury brand, which is a knowledge requirement. Informants explained that the identification and purchase of a vintage luxury brand are different from the acquisition of pre-owned luxury brands in a broad sense, and this is not easy for laypersons who lack professional knowledge of luxury brands to successfully undertake.

*“So vintage is a hard market because you have to do even more research. You have to do even more cross referencing. You had to do even more all of that stuff, compared to a new watch.” (C8, M34)*

The possible reason is that learning the history of luxury brands is not the only factor that attracts consumers to acquire this vintage luxury, but the high entry barrier of professional knowledge can help them further distinguish themselves from consumers who buy ordinary pre-owned luxury brands to reflect their noble taste (Turunen and Leskinen, 2015).

The discovery of vintage luxury as a category of pre-owned luxury brands and its several characteristics is valuable. Research indicates that pre-owned luxury brands do not typically rely on lower prices to attract consumers, as is common with ordinary pre-owned items. The identification and purchase of this type of vintage luxury brand requires consumer expertise even more so than for new luxury brands. It is also worth noting that although no studies have empirically defined the category of vintage luxury brands (Amatulli et al., 2018; Keim

and Wagner, 2018), this category has already become a relatively mature and differentiated part of the pre-owned luxury market. A summary of the interview findings reveals that the term vintage luxury brand refers to pre-owned luxury brands that are more than 20 years old but are still desirable and scarce, meaning they command high prices and require a certain degree of expertise to be appreciated.

Informants were also found to use the term second-hand luxury brand to describe the luxury brands they acquired from the secondary market. Two prominent characteristics of second-hand luxury brands were identified. The first is that second-hand luxury can refer to luxury brands that were produced in any year, making the era irrelevant. For example, C2 offered her two pieces of luxury art as an example to illustrate that second-hand luxury brands can be new.

*“And so, it's very new and fresh, but also a very luxurious purchase. So very different from this piece here. You can tell it's second-hand.” (C2, F51).*

The reason may be that C2 believes that, of the two luxury artworks she owns, one is certain to have 100 years of history and can be called an antique, while the other is a newly produced work. Therefore, she believes it is appropriate to use the term second-hand to collectively refer to luxury goods whose age cannot be determined.

Informants also emphasised the changing-hands nature of second-hand luxury brands. These brands are considered to have passed through different sets of hands or to have been sold many times before being acquired by their latest owners. For instance,

*“Like, it's secondhand, someone else has literally owned it before you, I mean it might still be brand new, but it's passed through two sets of hands, therefore, second-hand.” (C6, F25)*

From the informants' descriptions, this indicates that the term second-hand luxury brand does not necessarily refer to luxury brands that have changed hands for the second time but that may include brands that have seen many owners. Furthermore, since informants did not focus on whether these items had been used, the term second-hand luxury brand seems to have the same meaning as pre-owned luxury brand.

Nevertheless, another group of informants' statements can help clarify the differences between second-hand luxury brands and pre-owned luxury brands. These informants

reported two perceived negative connotations of second-hand luxury brand, with the first being low-end. Informants claimed that the term often makes them associate such purchases with car boot sales and poverty. For example:

*“I think pre-loved is becoming more popular than second-hand. The second-hand doesn't really give me an eye, doesn't say to me that they're going to be in good condition. When I think of second-hand, I think a car boot sale. And, yeah, just generally a bit.....Ru....” (T2, F39).*

A possible reason is that the word second-hand carries a stigma, having been used to describe items sold on the low-end secondary market that are not luxury brands. As a result, when second-hand is used to describe luxury brands, it also conveys negative, low-end emotions to consumers.

Analysis of the interview data also indicated that some consumers believe the term second-hand gives them vibes that these luxury items sold on the secondary market have been used, even though that is not necessarily true. For example, R1 said some consumers even associate the term second-hand with people who have died.

*“Two girls came in. They were like, Oh, you have so many beautiful clothes here. And I was like, yeah, it's second-hand blah, blah, blah. And they starting acting crazy with a bit of don't like, so you're telling me that somebody might have died in this? And I was like... We're talking about the vibes of somebody dying in the garment mad. And I was shocked. Wow. People think like that.” (R1, M26)*

According to the descriptions above, the term second-hand can easily lead some consumers to suspect that these luxury brands have been fully touched and used by others before being transferred, thereby raising doubts about their past experiences and the reasons for reselling them. Consequently, compared with pre-owned luxury brand, the term second-hand luxury brand carries a negative, low-end connotation, making it more suitable to describe luxury brands that were used. Therefore, the meaning of second-hand luxury brand provided by informants can refer to those pre-owned luxury brands that have changed hands and that usually appear on the secondary market with a low-end and presumed used image.

The identification and conceptualisation of the term “second-hand luxury brand” both confirms and complements prior scholars’ findings. Consistent with the definition provided by Turunen et al. (2020), the interview findings also reveal that the term second-hand luxury brand is more suitable to characterise used pre-owned luxury brands with lower prices due to their low-end market images. Moreover, the interview findings further identify the

rationale for why “second-hand” is suitable to describe used pre-owned luxury brands, for instance, because of their two perceived negative connotations, whereas previous scholars did not provide sufficient explanation about that (Cervellon et al., 2012; Turunen and Leskinen, 2015). As far as academic research is concerned, rigorous definitions of the important terms mentioned are necessary (Keefe and Copeland, 2011). Otherwise, the lack of definition of a term such as second-hand luxury brand will make it difficult to understand what it represents, thus reducing its value as a research object.

Informants were also found to often categorise themselves as collectors and referred their pre-owned luxury brands as luxury collectibles. When talking about how their collectibles differ from general pre-owned luxury brands, informants cited two salient features: apart from utility and perceived ownership. Different from pre-loved luxury, vintage luxury, and second-hand luxury, informants stated that their acquisitions of luxury collectibles are usually not for their functional purpose. For example, C6, who collects pre-owned luxury designer-branded bags, explained that she usually separates her pre-owned luxury bags from her daily work bags and displays the former for appreciation and play rather than utility.

*“And I classify myself as a collector because I have more bags than a regular person should. And I don’t buy bags for the sake of using them which is what a collector person would be right?” (C6, F25)*

Similarly, another informant shared a story of his friend’s collecting behaviours.

*“I have a friend who has a large number of collection of these famous cricket pots, which may be beyond our imagination. Maybe the value of these collected cricket pots is much more than that of a car, a suite or a villa.” (C9, M35).*

The possible reason is that consumers pay more attention to the psychological satisfaction that accompanies this type of luxury collectible (Spaid, 2018; Cary et al., 2021). For this reason, these consumers are willing to abandon their functional value and preserve their best appearance for a better collection.

Informants also stated that their perceived ownership of luxury branded collectibles gives them satisfaction and continuously drives their collection behaviour. For instance, C6 explained that she simply enjoys owning her luxury collectibles, and that makes her happy.

*“And sometimes I just like to look at them, to house them, like the ownership of knowing that I have them, is what makes me happy... Usually. It's just simply having them and feeling that.” (C6, F25).*

Informants T2 also described the joyful feelings they get just by looking at their pre-owned luxury collectibles.

*“I enjoy using them. They give me pleasure to look at, to use to clean, to take care all, and I consider myself a collector.” (T2, F39).*

The pleasure and satisfaction derived from collecting pre-owned luxury brands may be due to their scarcity. Owning a unique, discontinued collectible is a rare opportunity for consumers that makes them especially cherish these hard-won objects (Belk, 1998; Carey, 2008). Owning these luxury brand collections can also give consumers more confidence and status in the circle of collectors with the same hobbies, because collecting a special object reflects not only a person's economic strength but also their personal connections and unique vision (Spaid and Matthes, 2021). It can be summarised that consumers' acquisitions of luxury collectibles are not for their functional use but for the psychological value attached to them. Reviewing prior scholars' research, luxury collectibles as a form of pre-owned luxury brands have also been addressed in Turunen and Leskinen's (2015) study, and their conceptualisation aligns with current interview findings. Thus, the current findings can be regarded as providing empirical evidence to support the distinction of luxury collectibles as a specific category of pre-owned luxury brands.

The last identified form of pre-owned luxury brands is resale luxury brands. Interview data revealed that this term is used by informants to describe the pre-owned but new luxury brands acquired from the secondary market. The most prominent characteristic of resale luxury brands is that they are technically brand-new items. For example, C16 used his pre-owned but new luxury branded sneaker collections as an example to explain what a resale luxury brand is:

*“I think that the word resale is more appropriate to define these sneakers... Because very logically, they are not second-hand because they are brand new, but in different people's hand ... For example, if you want to purchase sneakers from the resale market, you are the consumer. But once you want to resell them again, you will be the seller.” (C16, M26)*

By emphasising the fact that these luxury brands are resold rather than used, the term resale luxury brand seems appropriate to describe these items to differentiate them from other pre-



owned luxury brands that exhibit signs of use.

The discovery of this type of resale luxury brand is unexpected but valuable. Although resale luxury brands have not been mentioned in pre-owned luxury brand consumption literature, they represent a category that exists widely in the pre-owned luxury brand market. Not only does the process of reselling such luxury brands fail to change their status as new products in the minds of consumers, these products can also retain or increase their value. By contrast, the value of a non-luxury branded item, even if it is new, is likely to be underestimated when it is resold (Guiot and Roux, 2010). This may be because the scarcity, high desirability, and brand-new status of these resale luxury brands have created a consensus among consumers who are interested in them, giving them the same meaning as hard currency that can be cashed in at any time. When these resale luxury brands are resold, their scarcity may even increase their value as long as they remain in their original new condition. With this resale principle in mind, this group of consumers can feel more confident to buy these resale luxury brands and circulate them (Bardhi et al., 2020). This is because they are aware that their purchase does not mean they must keep these possessions forever; in fact, they can resell them at the original or even higher price when they no longer want them (Bardhi et al., 2012).

### **5.3 Influential factors on pre-owned luxury consumption**

In line with the second research objective of interview data collection, interview data analysis revealed that pre-owned luxury consumption is influenced by eight themes of motivating factors, two themes of facilitating factors, and two themes of hindering factors (see Table 5.2). Each of them is discussed in detail below.

**Table 5.2 Influential factors of pre-owned luxury consumption**

Influential factors	NO.	Themes	Sub-themes
Motivating factors	1	Economic concern	Budgeting concern
			Fair price concern
			Value appreciation concern
			Value preservation concern
	2	Critical concern	Ethical consumption
			Avoidance of conventional channels
	3	Brand-related concern	Brand as product - Availability aspect
			Brand as product - Attributes aspect
			Brand channel experience – pre-owned aspect
	4	Individual consumption experiential value concern	Pre-consumption experience
			Purchasing experience
			Consumption of the experience
			Memory of the experience
	5	Sentimental/emotional value concern	Nostalgia
			Historical connection
			Family legacy
	6	Self-identification concern	Self-esteem
			Self-image enhancement
			Self-image display
	7	Functionality concern	Utility value
			Perceived quality
	8	Social value concern	Social contact
			Social identity value
			Conspicuous value
Uniqueness			
Facilitating factor	1	Trustworthy source	Authenticity guarantee
			Information richness
2	Professional knowledge support	Assistance from relevant others	
		Individual competence	
Hindering factor	1	Perception bias	Temporary discomfort
	2	Extra uncertainty	Information asymmetry
			Authenticity risk
			Channel risk

### 5.3.1 Motivating factors (Theme 1): Economic concern

Economic concern is defined as a consumer’s tendency to calculate their costs and returns when pursuing their desired pre-owned luxury brands and to choose the action that can generate the greatest returns (Guiot and Roux, 2010). Four sub-themes emerged from the analysis that reflect the role of consumers’ economic concern in driving them to acquire pre-owned luxury brands, namely, *budgeting concern*, *fair price concern*, *value appreciation concern*, and *value preservation concern*.

Budgeting concern emerged as a significant economic sub-theme that drives consumers to acquire pre-owned luxury brands. This term refers to the process by which consumers calculate how much money they need to earn or save over a specific period as they plan how

to spend it (Sihvonen and Turunen, 2016). Several informants admitted that pre-owned luxury brands are the only affordable ways to purchase their desired luxury brand, as they are unable to pay the full price for them. For example,

*“Yeah, I wouldn't mind wearing those kinds of clothes, but I can't actually afford to buy a new, which is me, you know, I can't afford to buy new luxury garments like that, you know, I just could never do that.” (C10, F44).*

These pre-owned luxury brands seem to be an entry choice for some consumers to gain access to luxury brands. This raises awareness of the impact this segment of consumers, who may not otherwise be able to afford luxury brands, has on luxury branding when they purchase pre-owned luxury items at low prices and then use them.

Some informants also stated that they enjoy finding items at lower-than-usual prices and are happy to save money by acquiring pre-owned luxury brands; this is called bargain hunting (Turunen and Leskinen, 2015). When C12 shared in the interview why he prefers to buy pre-owned luxury sneakers, he said:

*“And so, I want it second-hand because there would be cheaper as well rather than from retail.” (C12, M18).*

Budgeting concerns have been widely recognised as a driver of consumers' general second-hand consumption behaviour (Cervellon et al., 2012). Interview findings confirm the role of budgeting concerns in motivating a certain group of consumers to choose pre-owned luxury brands.

The second identified sub-theme of motivations related to consumers' economic concern is fair price concern, which refers to consumers' belief that the price of pre-owned luxury brands is fairer than that of new luxury brands. This belief is first based on their assessment of the quality promised by new luxury brands as well as their unjustifiable price. R1 noticed the slippery quality of the fabric when he purchased a new Burberry item and said that:

*“When I got the actual product, I was like, Okay, It's the Burberry, like the way that you think you're gonna touch something else... there might be expensive for a reason. Don't get me wrong. But I don't see there is.” (R1, M26).*

The second sub-reason mentioned by informants is the high cost–performance ratio of pre-owned luxury brands. This refers to the ability of a product to provide good performance at

a low price. One informant explained that when she finds a pre-owned item that is not one of her favourite luxury brands, she still may buy it if it has a high cost–performance ratio.

*“Let's say. if there was a bag that popped up that had qualities and criteria I liked, but it was like, some different luxury brands, was like a deal or something. I would still consider it because at the end of day, it's still a luxury good, right? And if it definitely fit the purpose and use of everything that I was looking for, I would probably still buy it.” (C6, F25).*

The analysis also revealed that some consumers choose pre-owned luxury brands because they appreciate the intrinsic value of these items, not because they want things cheaper. T3 shared her views on the difference between recognising the intrinsic value of pre-owned luxury brands and seeking inexpensive products by providing an example of her customers.

*“I think the key motivator is cost-saving. But having said that, that cost saving is very different. They see value, very different than cheap. And she gets five items for the price of what she would have had for one, even though money is no object to her, she has begun to value.” (T3, F54).*

Furthermore, some informants admitted they are simply unwilling to pay full price for luxury brands. For instance, C3 said she feels uncomfortable spending so much money on one item, and a second-hand purchase can alleviate that guilt. To illustrate:

*“Yeah, for example, like this backpack, especially. Like to me was ridiculously overpriced, and I just couldn't feel good about buying it brand new” (C3, F33).*

While previous research has identified that consumers purchase second-hand luxury goods and other pre-owned items for budgetary reasons (Guiot and Roux, 2010; Rudawska et al., 2018), four motivations related to consumers' fair price concern are identified for the first time in this study. Different from budgeting concern, consumers who care about fair price buy pre-owned luxury brands not because of economic constraints or because they want to save money, but because they believe new luxury brands are not worth the high prices, they command compared to pre-owned luxury brands. Ultimately, they want to get their money's worth.

Value appreciation was found as the third sub-theme of consumers' economic concern that drives them to acquire pre-owned luxury brands. This term refers to a consumer's desire to gain asset appreciation through long-term investment or short-term profit. An example of

acquiring pre-owned luxury brands for long-term investment is that shared by C4, who considers the purchase of a vintage luxury car to fulfil that goal.

*“So, luxury cars, I think they'll depreciate more initially, but then it'll stop earlier. And then they may start to appreciate again, though, that's the hope.” (C4, M70).*

Another aspect of value appreciation concerns a quick resale to realise short-term profit. Some informants acknowledged that they sometimes purchase pre-owned luxury items not to keep them but because they want to make money by quickly reselling them.

*“So, another reason obviously is for buying and selling. You know, buying and selling and trading, all that stuff, so that is another motivation to do it.” (C8, M34)*

These consumers hope to use the expertise they have gained by purchasing pre-owned luxury goods to earn additional income by reselling to support their subsequent purchase behaviours. These experiences include, for example, the ability to determine authenticity and the ability to identify the intrinsic value of pre-owned luxury brands of various types.

The fourth sub-theme is value preservation concern, which refers to consumers' preference for pre-owned luxury brands to avoid the depreciation that is inevitable when purchasing a new luxury brand. Data analysis revealed that informants emphasised the value retention characteristic of pre-owned luxury brands, saying they believed they would not lose much money when reselling their pre-owned luxury brands. For example, T2 highlighted the value retention benefit of pre-owned luxury-branded handbags by comparing them with real estate:

*“It's almost a better investment than property. We have invested some money in property as well. And when the property market is decline, you know, you could lose all your money, and I've never had that back.” (T2, F39)*

Additionally, informants also regarded the purchase of pre-owned luxury brands as a type of test investment, which refers to a consumer's intention to spend a reduced price for a product to determine whether it is suitable for them or not. To illustrate, C3 shared that when she felt uncertain about the style of Prada handbags, she chose to buy pre-loved Prada first to try it out:

*“But then when I did buy this one and I did really like it. It did kind of make me want to buy one from the store and I actually did buy one brand new, which is something that I probably would not have done before. So, in that way, it kind of lets me test it out before making a bigger investment.” (C3, F33)*

Test investment could be a valuable finding in this sub-theme. While some consumers may prefer new luxury brands, they may buy pre-owned items out of fear of making the wrong decision. This finding can provide insights for luxury brand managers to consider when they seek to reassure these consumers when purchasing new luxury products.

### 5.3.2 Motivating factors (Theme 2): Critical concern

The second identified theme of motivation is consumers' critical concern, which refers to consumers' opinions on ethical issues, environmental protection, and the pursuit of inner rational ideas (Guiot and Roux, 2010). Two sub-themes emerged from the data analysis that reflect consumers' critical concern: *ethical consumption* and *avoidance of conventional channels*.

The first sub-theme is related to consumers' desire to purchase products as a way that minimises social or environmental damage, which is known as ethical consumption (Guiot and Roux, 2010). Three motivators were summarised that drive consumers to acquire pre-owned luxury brands to manifest their ethical consumption concern. The first group of informants believe pre-owned luxury brand purchases promote circular fashion, which describes consumers' intention to extend the life cycle of unwanted pieces by circulating it responsibly and effectively in society. For example, T2 described her views of some pre-owned luxury brands while adding that the intrinsic value of many like-new pre-owned luxury brands has not been truly utilised.

*"I think that's another reason I like to buy pre-loved because in some of these items that you can buy on eBay. They look brand new again, they really can. And they can be sold. And they can continue in the marketplace. So, God knows how long." (T2, F39)*

The second motivator for consumers is the positive ethical impact they perceive their luxury consumption behaviours to have on society and human life, known as perceived ethical responsibility. Both R1 and C1 express their feelings of pride about the benefits of their pre-owned luxury consumption behaviours on environmental protection.

*"I like the sustainability. I mean I mainly purchase second-hand luxury for sustainability reasons. You know, it's better for the environment, obviously." (C1, F45).*

Rather than focusing only on the practical value of pre-owned luxury brands, aiming to make full use of them, informants who have a sense of ethical responsibility prioritise the negative influence of over-consumption on social and environmental protection. Therefore, these two motivating factors are different.

The third motivator is animal protection, which refers to consumers' intention to prevent, reduce, or eliminate the harm done to animals. Informants expressed their wishes to avoid any new deaths for the production of new luxury brand items. For instance, C1 stated that she is a vegan and does not want any animals to be killed for her purchase of luxury brands.

*“Also, I’m a vegan. So, it means that if I have leather items, it’s reusing old leather, it’s not killing new animals. So, I would say it’s kind of purchase that not having animals killed for me... I guess we’re all hypocrites in our hearts, right? Hehe” (C1, F45).*

Avoidance of conventional channels was identified as the second sub-theme of consumers' critical concern, which is defined as consumers' intention to avoid buying new luxury brands from traditional channels. Informants said they sometimes feel that new luxury brands are not tempting enough, which makes them want to stay away from current fashion trends, which is known as “bored with new”. For example, C6 stated that new luxury brand collections are of little interest.

*“Because they come up with a lot of the same or very similar looking type of bags... And, you know, when I see new collections come out now from these brands, I just get a bit bored to be completely honest. And although if they were to come up with something, like kind of hypocritical, I guess.” (C6, F25)*

It is worth noting that C6 used the word hypocritical in her statement to express her boredom with the new products released by luxury brands. This finding shows that luxury brand managers cannot just stick to what they think is a novel design but need to actually investigate whether these designs will appeal to consumers. Some consumers value not only the reputation of luxury brands when they purchase these products but also rationally evaluate the value of brands from many aspects as they make their decisions.

In summary, this section discussed the two identified sub-themes of consumers' critical reasons that motivate them to acquire pre-owned luxury brands. Although critical concern has been proved to drive consumers' general second-hand consumption behaviours (Guiot

and Roux, 2010), this study revealed, for the first time, its role in facilitating consumers' acquisition of pre-owned luxury brands.

### 5.3.3 Motivating factors (Theme 3): Brand-related concern

The third identified theme is brand-related concern, which refers to all brand-related factors about which consumers are interested (Schmitt et al., 2009). Three aspects of brand-related factors were found to motivate consumers' purchase of pre-owned luxury brands: *brand availability*, *brand attributes*, and *the pre-owned aspect of a brand channel experience*. Each aspect is discussed below. Each aspect is discussed below.

The first aspect that consumers are concerned about is related to the availability aspect of a brand as a product. A pre-owned luxury brand purchase is considered to be an alternative approach for consumers to obtain luxury brands that have been discontinued, are limited in amount, were inaccessible when new, or belong to specific styles. Firstly, informants stated that pre-owned luxury purchases can help them gain access to these discontinued luxury branded items that were made in the past and are characterised by unique leather, colour, or rich styles.

*"I think aside from price, people buy stuff second-hand because it's no longer made, or it's kind of like you know, very hard to find. So, they don't really have much choice but to go to the second market." (C3, F33)*

Informants also acknowledged that a pre-owned luxury brand purchase sometimes is their only way to obtain limited-edition luxury brands. For example, C16 claimed that this is the only situation in which he will make a second-hand luxury purchase.

*"As I mentioned, I think the only chance that I buy a second-hand luxury brand is that it is a limited edition, and I cannot buy at the original price." (C16, M26).*

Informants also stated that a pre-owned luxury purchase is an alternative way for them to avoid staying on the waiting list to gain instant access to new luxury branded items. C5 explained that she is often impatient about waiting in line to purchase some new luxuries that she really wants, which motivates her to look for them on the secondary market.

*"I'm much more impulsive. I need something, I want to buy it now, and not to do more, I wanted it now." (C5, F40)*



An additional motivating factor is the wider accessibility of specific product styles. Rather than hunting for hidden treasures, several informants said they look for and purchase specific items only from the secondary market. For instance,

*“I always want to buy a specific product from specific brands. So, I don't really browse like I could go to Vestiaire Collective, say okay I want to buy myself a jumper, but no, I always want to buy something specifically.” (C5, F40).*

Although the variations in stock on the secondary market mean that many desirable items are not always readily available, these consumers tend to be patient and clearly know what they want from the pre-owned luxury brand market. They do not appear to be interested in buying multiple pre-owned luxury brands, but instead see this market as an avenue to expand their access to the luxury brands they love.

The second sub-theme of motivators is related to the unique product attributes of pre-owned luxury brands. Five attributes were identified in the data as attracting consumers to acquire pre-owned luxury brands. Among these five, distinctive style as a broad factor was mentioned most by informants; others were exquisite craftsmanship, iconic design, timeless design, and quirky features. For instance, C4 shared that the unusual style of vintage luxury cars is a crucial reason for his interest in acquiring them.

*“It's a Volkswagen so it's not an expensive car but it's unusual car... I'd also want something which was a little bit unusual, out of the ordinary.” (C4, M70)*

In addition to generally attributing their own purchase motivations to the distinctive style of pre-owned luxury brands, informants also cited some specific attributes of pre-owned luxury brands that attracted them. Firstly, exquisite craftsmanship was found to motivate consumers to acquire pre-owned luxury brands. C6 exhibited her handbags during the interview and explained that the craftsmanship of the luxury-brand handbags produced a few years ago is much better than the quality of the new products today.

*“An item that was made previously I think, at least for the brands that we mentioned, they used to be made better, like the craftsmanship, the type of materials they use were better and they've lasted the test of time.” (C6, F25)*

The second identified attribute is the iconic design of pre-owned luxury brands. Informants stated that enjoy searching for iconic series of luxury branded items on the pre-owned luxury

market. For example, T3 shared her experience of buying a pre-owned dress from Vivienne Westwood out of appreciation for her iconic design.

*“One of them in particular is a Vivienne Westwood dress. As a very famous British iconic designer, I bought one of her items for considerably less than if it would have been new. So for me, it's not just about the amount of money that you save... It was being able to have a designer label by such an iconic British designer.” (T3, F54)*

Similarly, classic was also mentioned by informants. For instance, timeless design is a critical factor that attracts consumers to acquire pre-owned luxury brands. C11 said she buy classic pre-owned luxury brands not only because they are more attractive than today's luxury fashion brands but also because the timeless design is suitable for many occasions.

*“I'd say that some of the styles and things that I still liked aren't necessarily the most modern and the flashiest, but something that can be classic and used for a longer period of time.” (C11, F32)*

The analysis also revealed some quirky features of pre-owned luxury brands that attract them to buy. For instance, C4 said that the odd noise made by his TVR sports car generates a fun feeling and is the reason he is interested in driving vintage luxury cars.

*“My TVR is not quiet so much. You turn it on. It's loud. It goes, rub, rub, rub, rub, rub. You know it's a real sports car. You put the top down and you get wind blow through your hair. So, it's a very different experience. It's fun.” (C4, M70).*

The differences between the design and craftsmanship of these pre-owned luxury brands and those of goods produced today are among the central features mentioned by the informants. These quirky features may arouse the curiosity of consumers and further motivate their purchases.

Analysis also revealed that the different buying experiences provided by the trading channels for pre-owned luxury brands are reasons for consumers to acquire these brands. In this study, purchase channel experience is defined as the shopping and service experiences that occur when a consumer interacts with the physical environment, personnel, and policies and practices of pre-owned luxury brand resale stores. Two types of purchase channel experience value – flexibility and informal interactions – were identified as attracting consumers to acquire pre-owned luxury brands. Regarding the first unique value, flexibility, the informants concluded that the transaction of pre-owned luxury brands is much more convenient than that of new luxury items. For example, informants mentioned that they

sometimes can eliminate the middleman (dealer) and directly acquire or sell their pre-owned luxury brands.

*“I don't know if you're familiar with red bar community. We have a local chapter here in Halifax, so you know we get together to trade watches. But sometimes you know, just like hey like, what do you have? like what do you want to trade? All this kind of stuff, so it's like this back and forth” (C8, M34)*

Informants also stated that they are attracted by the highly involved transaction process of pre-owned luxury brands, as they can enjoy informal interactions with sellers. For example, T2 shared her experiences of developing a long-lasting friendship by buying and selling pre-owned luxury brands.

*“But I really highly rated the pre-loved market. I think it's genuinely filled with lovely, lovely sellers who sell handbags. And most of time, you end up making friends with people you chat, you know, take some pictures.” (T2, F39)*

According to informants' descriptions, transactions between pre-owned luxury brand consumers are more like mutual-assistance behaviours between people with common hobbies rather than traditional transactions, in which all behaviours appear to be linked to the ultimate interests of the merchant.

#### 5.3.4 Motivating factors (Theme 4): Individual consumption experiential value concern

The fourth theme of motivators is related to consumers' concern about individual consumption experiential value, which refers to the satisfaction, entertainment, and fantasy aspects of value that consumers generate by purchasing pre-owned luxury brands (Holbrook, 1982). Four sub-themes of individual experiential value were found that motivate consumers' acquisitions of pre-owned luxury brands: *pre-consumption experience*, *purchasing experience*, *consumption experience*, and *memory of the experience*.

The first sub-theme of motivation is related to the individual experiential value that consumers perceive before purchasing pre-owned luxury brands. Data analysis indicated that even before consumers bought a pre-owned luxury brand, they gained satisfaction from the prelude. The first type of pre-consumption experiential value is knowledge learning, in other words, the research process that piques their interest in purchasing the brand. For example, C8 shared his learning experience about a pre-owned luxury-branded watch.

*“Another one I want to add is that, to learn. People like to learn as well. That's another huge motivation is to learn about industry and learn about on mechanics, learn about watches, learn about history, all that stuff like it's covers so many disciplines in academia. It's crazy, so people just like learning stuff as well too. Yeah, so I am into huge motivation.” (C8, M34)*

Another pre-consumption experiential value that consumers receive is anticipation, which is defined as consumer's positive feeling of curiosity and excitement generated from waiting to see the pre-owned luxury brand in real life. For example, C16 described the excitement and anticipation he felt while waiting for his pre-owned luxury brands to arrive.

*“Excited. Very excited. Particularly for the moment, when I was waiting for the parcel to be delivered. Because you know, the delivery in the UK was really slow. So, it took about two weeks for me to get this pair of sneakers.” (C16, M26)*

The purchase of pre-owned luxury brands comes with more uncertainty than a new purchase. For example, each item is of a different quality, and the year and version of production can vary. However, these uncertainties have instead become the attraction for some consumers, as they may receive items that exceed their expectations or that fall short, therefore motivating them to try again.

The second sub-theme of motivators is related to the experiential value generated during the purchase process of pre-owned luxury brands. The most prominent motivator is treasure hunting, with informants reporting their excitement and thrill when attempting to find treasures hidden on the pre-owned luxury brand market. For example, T1 described her feelings during the purchasing process as

*“And I enjoyed it. Because it's like looking around and trying to hide and seek, like trying to find stuff, and I enjoy it. It's like hunting, you go to hunt for those items. And I don't go off my way.” (T1, F47).*

Rather than hunting for any available treasure, informants also said that they enjoy the experience of setting goals and seeking their desired perfect items from the secondary market. For instance, C13 considered this to be her mission:

*“When I got it in my head that I wanted to purchase one, I was on a mission to find one brilliant condition, but for a fair price.” (C13, F31).*

The third motivator that is related to the purchasing experience is excitement. Informants frequently mentioned their excitement generated from purchasing difficult-to-find pieces.

To illustrate:

*“I think very excited. It feels kind of like an adrenaline rush... The times when I bought it online, I can't believe I was able to get this because usually when I buy online, it's something that is hard to get or hard to find. And in person, I feel excited.” (C3, F33).*

It can be inferred that the uncertainty of inventories on the pre-owned luxury brand market requires consumers to spend their own time and resources to find these items, and it is this experience of overcoming difficulties and finally locating their treasures that attracts this group of consumers to acquire pre-owned luxury brands.

The third sub-theme of motivators is related to the experiential value that consumers receive during the consumption process of their pre-owned luxury brand. Several motivators were identified. The first is the ornamental value of pre-owned luxury brands. Several informants said they usually buy pre-owned luxury brands for aesthetics, such as for display purposes, rather than for their practicality. For example, C2 talked about how happy she is just looking at her luxury collection of art every day:

*“A measure of beauty, um... brings me happiness every day I look at this piece of work, and I can see the time looking at something very, very special.” (C2, F51)*

By contrast, another group of informants enjoy fiddling with, rehabilitating, and petting the pre-owned luxury brands they own, which motivates them to purchase more such products. For example, C4 mentioned that one of his favourite pursuits is to fiddle with his vintage luxury cars:

*“So, for example, I've got a lot of tools I like to potter and tinker with them so if something goes wrong, I get a degree of satisfaction from fixing things up, making them right again.” (C4, M70)*

The third individual experiential value that consumers desire is set completion, which refers to their wish to build a collection of their desired pre-owned luxury brands (Saridakis and Angelidou, 2018). To illustrate, T3 said the reason she once bought a pre-owned Hermès bag was because its unique colour was not represented in her existing Hermès collection.

*“Well, the only thing is that I always like this Hermes bag. And the value for me or my interest in it is just that I was able to find that colour. It's so unique colour. And it's not one of the classics, that it would be always there. So, I didn't care when it was made or what year it was made. As much as I can I had it in my collection.” (T1, F47)*

Informants also mentioned that they sometimes view pre-owned luxury consumption as a personal hobby. For instance,

*“Art is a hobby, so we love art, we love learning about and being with art. And so when we see work by an artist at a price that we want and we can afford it, then we bought that piece of art.” (C2, F51)*

In addition, several informants emphasised that the inner joy they receive from consuming pre-owned luxury brands is the most direct reason behind their purchases. They believe this feeling is irrelevant to the outside world but is linked to their own pursuit of personal hedonistic pleasure. These informants tend to purchase pre-owned luxury brands by following their inner thoughts, and they like the feeling of being able to spend freely. For example,

*“You mentioned hedonistic, I think that's to say. How to say that... I think it is not only for use, but also a kind of enjoyment.” (C15, M28)*

Previous studies have linked pre-owned luxury consumption with consumers' treasure hunting motives (Cervellon and Vigreux, 2018), but they largely have neglected the type of consumption experience that consumers desire while purchasing pre-owned luxury brands. However, the interviews revealed several types of consumption experience-related value that can motivate consumers to acquire pre-owned luxury brands.

The findings also indicate that the feelings generated after making a pre-owned luxury brand purchase can, in turn, prompt a consumer to buy more such products; this is known as the memory of the experience. Firstly, adventure was named as a factor that motivates consumers to buy pre-owned luxury brands, as informants acknowledged recalling and sharing memorable experiences about how they acquired their pre-owned luxury brands. For instance, C6 said her pre-owned luxury brands trading experiences can lead her to meet different people, which makes her feel interesting to others.

*“She was riding heels. She was obviously like, a very decadent, like, luxurious lady. And just selling, you know, some of the pieces from her collection that she doesn't wear anymore, I guess. And that was just really interesting.” (C6, F25).*

The second motivator related to consumers' memory of a buying experience is known as addictive obsession. Some informants stated that browsing and purchasing pre-owned luxury

brands has become a routine part of their daily lives, even describing this experience with words such as sickness, addiction, and obsession. For example:

*“I’m just being facetious or like using hyperbole obviously to express what that kind of mentality is, but it’s almost like an obsession, you know. So, it does come down to more if it’s a sickness of like. Okay, I just broke my bank, you know..” (C8, M34).*

Consumers’ addiction to pre-owned luxury consumption is consistent with the findings of other studies of consumers’ collecting behaviours. The possible reason is that the essence of the two consumption phenomena of buying pre-owned luxury brands and collecting items is similar, because the differences in the previous lives of each item make them unique. It is this unique characteristic that may be what attracts consumers to continually seek out and collect pre-owned luxury brands.

The third identified memory-related motivating factor is satisfaction. After buying a pre-owned luxury brand, consumers said they are usually happy their purchase. For example, T3 described the reactions she has noticed from her customers after they purchased pre-owned luxury brands.

*“And a lot of people send me selfies of themselves wearing the item that they bought, and I get tagged. Things that people are so happy with what they’ve bought.” (T3, F54).*

The informants also shared their enjoyment about knowing they can permanently own their pre-owned luxury brands. Their desire for perceived ownership drives their continuous purchase of these brands. For example,

*“And sometimes I just like to look at them, to house them, like the ownership of knowing that I have them, is what makes me happy.” (C6, F25)*

Some informants even reported that they have a sense of responsibility towards the pre-owned luxury branded items they own. To illustrate:

*“You felt really responsible for such an expensive, luxurious product that I know none of my friends have this. So, I felt very special and privileged, and excited, but also nervous that this was in my custody. I had to take care this piece of work.” (C2, F51)*

The scarcity, non-renewability, and uniqueness of certain pre-owned luxury brands make both their monetary value and cultural value very high. When consumers who like these

items can obtain them, they are willing to be the inheritors and guardians so that the items' historical and cultural value are preserved. However, these consumers should realise that they cannot own these items forever.

To summarise, this section discussed consumers' motivations for acquiring pre-owned luxury brands regarding their concerns about individual consumption experiential value. Four types of individual experiential value were identified, corresponding to experiences perceived by consumers before their purchase of a pre-owned luxury brand, during the purchase, enjoying the consumption experience, and remembering the experience.

### 5.3.5 Motivating factors (Theme 5): Sentimental (emotional) value concern

The fifth theme of consumers' motivations for purchasing pre-owned luxury brands is related to their concerns for gaining sentimental value, such as commemorating a piece of history or remembering a loved one. Three sub-themes of sentimental value were identified from the interview data analysis: *nostalgia*, *historical connection*, and *family connection*.

Nostalgia refers to a wistful or excessively sentimental yearning for returning to some past period or irrecoverable condition (Abi et al., 2017). A pre-owned luxury brand first can remind consumers such as C2 of the past lives and glory of their family members:

*"I liked that connection. My grandmother was in elegant, and she liked. She liked good clothes, and she liked good shoes and so I liked that connection"* (C2, F51).

Another nostalgic value is the reminder of youth. For example, by acquiring pre-owned luxury brands, informants said they can satisfy the wishes that went unfulfilled in their adolescence and return to this period of lives.

*"Um, when I came to Canada, I first started seeing people carrying luxury bags and it was just kind of like, Wow, this is so beautiful. Like, I wish that I can have this one day."* (C3, F33)

Informants also shared that their pre-owned luxury brands can commemorate special life moments, and C8 enumerated some such occasions:

*"So, commemorate different life events, like getting married or graduating or landing a business deal or all these different things, you know."* (C8, M34)



These findings indicate that consumers sometimes buy pre-owned luxury brands not for their functional value, such as that provided by ordinary second-hand items, but more for their emotional value, which helps the purchasers relive their nostalgic past.

The second sub-theme of sentimental value is related to consumers' desire to build historical connections by acquiring pre-owned luxury brands. This term refers to a consumer's belief that these items are related to or have the character of history. Informants explained that they enjoy imagining the stories embedded in the brands they obtain, helping them understand and study history. For example, C13 stated that she is curious about the past lives of pre-owned luxury brands:

*“I also love the fact that the item has a history. It's older than me and has lived a life. I like to wonder who the first person was that purchased it, how they felt when they did, if they were as happy when they got it as I am.” (C13, F31)*

Additionally, informants were also found to enjoy appreciating the rich history of designer brands or the true episodes behind these items. For example:

*“Um... Historical. So, it got history. I think it's the history and the fact that I have studied the artists. So, yeah, it's the history of the piece.” (C2, F51)*

Analysis of the interview data also revealed that consumers' acquisition of pre-owned luxury brands is due to their desire to emotionally associate themselves with past celebrities. For instance, C1 described that:

*“It's a Jackie bag. And, obviously, Jackie Kennedy Onassis was a total fashion icon. And you know, I've enjoyed, like the bag sort of put Jackie Kennedy in my mind. So, I've been kind of looking at her on Pinterest and so it's been kind of fun looking at.” (C1, F45)*

Every pre-owned luxury brand has a past life, and these lives seem to become their curriculum vitae. Over time, the history of most of these pre-owned items has become difficult to trace, but because they are luxury brands, they were not owned originally by ordinary people. The luxury attributes of these pre-owned brands and their unknown past lives create a sense of mystery, and it is this hazy and impenetrable feeling that allows consumers to subjectively imagine and construct stories around them.

Family legacy is the third sub-theme of sentimental value, with informants reporting that they sometimes regard their pre-owned luxury brands as a way of connecting with future

family members. For example, C8 considers his collection of pre-owned luxury branded watches to be family heirlooms, which can serve the purpose of a family inheritance.

*“I can look at it and be like, you know, this was his and he cherished it, now I have it and then you know one day I could maybe pass it down to my son, I’ll see.” (C8, M34)*

In summary, this section discussed the three sub-themes of motivating factors related to consumers’ sentimental value concern regarding their pre-owned luxury consumption.

### 5.3.6 Motivating factors (Theme 6): Self-identification concern

The sixth identified theme of consumers’ motivations to acquire pre-owned luxury brand relates to self-identification concern, which is defined in this study as the intention to attribute certain characteristics or qualities to the consumer themselves. Three sub-themes of motivators were identified: *self-esteem*, *self-image enhancement*, and *self-image display*.

Self-esteem refers to the way in which individuals value and perceive themselves (Tuskej et al., 2013). Firstly, consumers were found to acquire pre-owned luxury brands to affirm their self-worth, named self-affirmation. For example, C2 mentioned that her purchase of pre-owned luxury brands, such as valuable art, can be a sign of her personal success.

*“So, so it means for me to get to a status, a financial level that I can afford to have this work in my home. Like, success.” (C2, F51)*

The second self-esteem-related motivation is a consumer’s sense of achievement, which refers to the pride that consumers feel when they have completed a difficult but worthwhile task. Informants reported often feeling proud when successfully acquiring or restoring a pre-owned luxury brand. For instance.

*“They are very special to me yeah. Hehe. Because so much effort went into finding them, purchasing them, restoring them, I restore handbag as well. I think it’s a sense of achievement because it takes a long time to find them.” (T2, F39)*

The possible reason is that many pre-owned luxury brands have some wear and tear. When these defects are repaired by consumers themselves, these items not only can be reused but also have some unique characteristics endowed by consumers, which generates a sense of achievement.

The third self-esteem-related value is perceived self-efficacy. Consumers said they feel smart and confident when acquiring pre-owned luxury brands. For example, C7 said she regards people who purchase these items as wise:

*“In my perspective, those people who buy second-hand things are kind of wiser than those who buy them brand new. Of course, everyone can wear it, but the price difference is way far, it's way different. Right, so I see the second-hand buyer of luxury brands much wiser clever people.” (C7, F20).*

These consumers believe they can buy pre-owned luxury brands that they consider indistinguishable from the new luxury brands at a price below retail, thereby proving their ingenuity at shedding the shackles of luxury pricing.

The second sub-theme of motivators is related to consumers' self-image enhancement desire, which refers to their intention to improve the image they present to the outside world. A pre-owned luxury brand can convey a gracious image, and C5 claims that wearing a luxury branded scarf can make her look more formal:

*“I'm adding some to make myself looks less grungy. So, you can be wearing a normal black jumper, black trousers, but you have the scarf and immediately your outfit is quite elevated immediately” (C5, F40)*

The other desired self-image revealed is refined taste. T3 stated that as long as a person owns a vintage Chanel piece, their tastes in fashion can be upgraded to a higher level.

*“Oh, I think once you have a piece of Chanel in your wardrobe, you see fashion very differently. And it's just not another piece of clothing or another bag or pair of shoes.” (T3, F54)*

The third sub-theme of motivators relates to consumers' needs to express their individual self-concepts by associating with certain types of brand image, named self-image display. The first type is anti-ostentation, which informants describe as their wish to avoid attracting attention, admiration, or jealousy in flashy or obvious ways. For example, T2 said she preferred not to show off by acquiring pre-owned luxury brands:

*“I mean sometimes if I get something that's really recognizable. You know with the logo on it. Sometimes, I'll be like a little embarrassed if I go out and it's like very bling. This bag is different because it's vintage so it's not. I've never really got a new louis Vuitton bag or something because it's so like, you know, this is luxury, look at me. I don't really like that kind of feeling.” (C1, F45)*

Another motivator is self-statement. Informants mentioned that they often acquired pre-owned luxury brands to present their personal identities and reflect their self-image. To illustrate,

*“And it could present sort of my personality and my attitudes to life.” (C16, M26)*

The reason that consumers are willing to choose pre-owned luxury brand items rather than new items may be related to a wider range of choices that are not easily duplicated with the brands' current popular products. Although these luxury brands may be the styles of the past, when they appear in a crowd filled with fashionable styles, they make these consumers stand out.

### 5.3.7 Motivating factors (Theme 7): Functionality concern

Analysis of the interview data revealed that consumers' acquisition of pre-owned luxury brands is also related to their functionality concern, which is defined as the perceived utility and physical properties of pre-owned luxury brands. Two sub-themes of motivators are *utility value* and *perceived quality*.

The utility value of pre-owned luxury brands refers to their ability to satisfy consumers' practical needs or wants. Informants were found to often use the term versatility to describe the adaptability of pre-owned luxury brands to many different functions or activities. For example, C10 praised the versatility of her newly obtained pre-owned luxury brands as:

*“So again, it's quite versatile. And because I don't have massive shoulders, kind of slim, you know, all of those kind of body reasons as well.” (C10, F44)*

The first reason for such perceived versatility is that items produced in the past are classic in design and crafted with practicality in mind. Additionally, consumers may have a subjective preference for these pre-owned luxury brands that lead them to see their versatility.

Informants also shared that they sometimes acquire pre-owned luxury brands to meet their needs for specific occasions. For example, C10 said her pre-owned luxury clothes were purchased to wear at weddings:

*“And but they're all designer. And I bought it for my cousin's wedding... So, I've worn it to probably about three... well, four Weddings over the years, lots of weddings.” (C10, F44).*

The third type of utility value is their practicality, and informants shared that they often acquire pre-owned luxury brands for daily use. For example,

*“I have used it in abundance since I got it. For work, for play, travel, weekends away. It is still in fantastic condition.” (C13, F31)*

The high practical value of pre-owned luxury brands is because consumers are more willing to use them freely. As most pre-owned luxury brands are priced lower than new luxury brands and have some traces of use, these factors make it unnecessary for consumers to worry excessively about whether their appearance will be damaged and have a negative impact on their future resale price.

The second sub-theme is perceived quality, which is defined as the perceived high reliability and durability of pre-owned luxury brands. One relevant motivator driving acquisition of these brands is the existence of pristine, like-new but pre-owned luxury brands in the market. Informants reported that they often find like-new products; C9 shared an experience when he acquired a nearly new but pre-owned luxury work of art.

*“Because first, the condition of this item is perfect. After so many years, there is no damage or bump on this item. The original owner must have cherished and protected it during the process of use.” (C9, M35)*

The interviewees also stated that pre-owned luxury brands usually are of better quality than new luxury brands. For example, C6 said that the quality of new luxury items is lower than those produced in the past, due to massive production.

*“That quality hasn't kept up with it, frankly, you know, you probably won't even hear it from me, you probably read it on the internet and several articles, but quality has declined as they find the need to mass produce more.” (C6, F25)*

When consumers make an overall evaluation of luxury brands, not only do they pay attention to the intangible value that the reputation of these brands can bring to them but also attach significant importance to their quality. This finding can remind luxury brand managers not to lose sight of the quality of their new products while focusing on enhancing their brand

reputation. The declining quality of new products contrasts with the high quality of pre-owned luxury brands produced in the past.

#### 5.3.8 Motivating factors (Theme 8): Social value concern

The eighth identified theme of consumers' motivation to acquire pre-owned luxury brands is their social value concern, which refers to their desire to connect with others by owning a product or engaging in a service. Four sub-themes of motivators were identified: *social contact*, *social identity value*, *conspicuous value*, and *uniqueness*.

Social contact refers to meeting or communicating with someone, especially regularly. Informants reported that they often develop friendships with fellow buyers and sellers of pre-owned luxury brands. For example, T2 shared her experience of building a relationship through a bag transaction:

*“And it was another limited edition one I'd be searching for ages. That's why I drive to meet him because he only wanted to do cash on collection. And I still speak to him to this day. And that must've been god that was with it. You know, that's getting on for 20 years ago and we still talk because, you know, I think it's a great thing to have in common with somebody. I like it. I build great friendships just from buying bags and selling bags.” (T2, F39)*

Unlike new luxury consumption, which usually takes place between consumers and luxury brands, pre-owned luxury consumption is informal. Consumers of pre-owned luxury brands usually need help obtaining information about their favourite items and ensuring their authenticity. Pre-owned luxury consumption is a topic that connects consumers who once did not know each other. Through continuous communication and interaction, consumers become more familiar with each other, thus establishing social contact.

The second sub-theme of motivators is social identity value, which relates to one's belonging to certain social groups. The most discussed motivator is the bandwagon effect, which describes the psychological state in which people do something primarily because other people are doing it, regardless of their own beliefs, which they may ignore or override. Some interviewees confessed that their acquisitions of pre-owned luxury brands are often driven by others' buying behaviours, including celebrities. For example:

*“I used to watch Gilmore Girls, and on the show, one of the characters has this like agenda from Louis Vuitton. And it's just so beautiful. I always kind of feel like one day I want have that, like one day I want to have that agenda” (C3, F33)*

The second motivator is social acceptance, with informants saying their purchases place them in a group they want to join. To illustrate, C4 stated that his pre-owned luxury items help him associate with other people in a car club.

*“Yes, but that's kind of a peculiar question, because I am in a Car Club, with people. So, in effect I associate with people because of the cars rather than anything else.” (C4, M70)*

The third motivation is respect earning; informants said they find the use of pre-owned luxury brands brings them the respect of others. C4 shared his experience of attracting more attention and help when driving his pre-owned luxury cars.

*“You know, I'm in my Rochdale, people stop, if you need to be pulled out into traffic, they'll let you pull out, so people are nicer to you. Oddly enough, and that's not something I've ever noticed in any of my other cars. You know, if you're something a little unusual, people recognize it. And they're more polite and civil in some ways. So, it's quite good.” (C4, M70)*

Similarly, C7 also said that pre-owned luxury brands can still look expensive and help her gain higher respect.

*“Okay, since they see you, Oh, that you can afford that you are like this, like that, so they gonna see you higher with higher respect” (C7, F20)*

These three motivations related to social identity are also consumption motivations for consumers to purchase new luxury brands (Hung et al., 2011; Jain and Mishra, 2018; Zhang et al., 2021). This may be because although a luxury brand is acquired from the secondary market, its intangible luxury brand reputation will not diminish because its appearance is not brand-new.

The third sub-theme of motivators relates to the conspicuous value of pre-owned luxury brands. Conspicuous consumption refers to consumers buying unnecessary expensive things in such a way that people notice (Longman American Dictionary, 2000). The first motivator is admiration, and informants reported that the purchase of pre-owned luxury brands makes them feel admiration and approval from others. For instance,

*“And yet they were you know you pull up in your Bristol, and the people of jaguars would say, well, what is that and if they knew what it was. They'd say, Oh, I wish I had one of those. So be very nice to have a Bristol that way.” (C4, M70)*

The second motivator is the receipt of compliments, which fulfils the consumer's desire to be praised in public. For example, C5 described her experience of receiving more compliments when wearing pre-owned luxury brands:

*“And...other benefits I guess you get a lot of compliments. When I wear a scarf, or you wear a nice handbag. So, yeah, people complimenting you maybe more so than a normal scarf or a cheap scarf.” (C5, F40)*

The third motivator is to show off. Some informants honestly admitted that their purchases of pre-owned luxury brands are simply to show off. To illustrate, R2 directly stated that the desire to show off motivates her own purchase behaviours.

*“My Louis Vuitton, and my Hermes are all bags of showing. For me, show off.” (R2, F64)*

To conclude, a possible reason that pre-owned luxury brands can help their owners gain even more conspicuous value is related to the dual scarcity of pre-owned luxury brands. For example, C4's vintage car is not only a product of a luxury brand itself but also is a rare, discontinued edition. These two attributes make it scarcer than new products of luxury brands, which can help C4 stand out from the crowd.

The last identified sub-theme of motivators is uniqueness. Informants said they acquire and use pre-owned luxury brands to enhance their sense of uniqueness. The first related motivator is making a self-statement, which refers to consumers' intention to acquire pre-owned luxury brands with a unique style to distinguish themselves from the rest of the market. For example, T1 said her purchase of pre-owned luxury brands is to gain a self-image that is like no other.

*“Because it's a unique piece you will not find it. Anybody who's going to look for it. It's not going to be that easy. It's not something that you can go to the store or go online and find it, so you're going to be unique.” (T1, F47)*

Informants also mentioned that pre-owned luxury brands can make them feel special due to their unique characteristics, thus motivating them to acquire these brands to enhance their sense of individuality. For example:



*“This watch in particular I had for sale, but I took it down for sale because it's actually a very special watch to me.” (C8, M34)*

The last motivator is being exclusive. Informants stated that they believe the acquisition of pre-owned luxury brands is still associated with an aura of exclusivity, because it includes searching for an item that is no longer available, meaning these items are even more exclusive than new. For instance, C6 described that:

*“Like it's not goanna be something that is, you know, you pop to the shop, and you buy because you know, you've got 50 pounds in your pocket. It's still at least for the majority of working-class people, it's not accessible.” (C6, F25)*

To conclude, these three motivators related to the pursuit of uniqueness are related to the characteristics of scarcity, exclusivity, and speciality of pre-owned luxury brands. This indicates that although most pre-owned luxury brands do not have a new appearance and a highly recognisable design like the new luxury brands, their unique and unusual features make them favoured by non-mainstream consumers who want to stand out.

#### 5.3.9 Facilitating factors (Theme 1): Trustworthy source

Analysis of the interview data revealed that consumers' acquisitions of pre-owned luxury brands were also influenced by two themes of facilitating factors, which are defined as those that provide convenience or help consumers gain confidence in acquiring pre-owned luxury brands. The first theme of facilitating factors is trustworthy resource. Two sub-themes of corresponding facilitating factors are: *Authenticity guarantee* and *Information richness*.

The first identified set of factors that can facilitate these specific consumer purchases is the authenticity guarantee, which refers to the process of legitimising the genuineness of pre-owned luxury brands to ensure that consumers can shop with confidence. Data analysis revealed that pre-owned luxury brands that are considered to have all the original elements from their first release are more attractive to consumers. For instance, C15 stated that the originality of the luxury branded cards he collects is an important factor affecting whether the cards are worth purchasing and collecting.

*“After it was painted, the original then came out. The first edition was the designer's original draft. The second edition and the third edition are all like the printed edition. So that is why they feel different. Only the original version of the card is really issued in Japan or South Korea, which is really from its original handwriting.” (C15, M28)*

The second authenticity guarantee factor is authenticity legitimising. A third party's authenticity certification was found to enhance the consumer's willingness to acquire pre-owned luxury brands. C12 explained the importance of authenticity certification with his purchase of pre-owned luxury brand shoes:

*“And so the guy I bought means from, I had to ask for certification. There's a lot that goes into legitimizing, the shoes. So, yeah, you have to ask for a lot of certifications.”*  
(C12, M18)

The third factor is the availability of reliable sellers. Several informants reported that their acquisitions of pre-owned luxury brands depend primarily on whether they can identify honest and reliable sellers. For example, C8 described the perceived advantages of having good relationships with pre-owned luxury brand dealers.

*“You know, it's also about building a relationship. A lot of people build a relationship with their watch dealers or authorized dealers and stuff like that. If you have a good relationship with dealer. I mean like you won't feel as pressured into buying. Like it's not like a massive sale like, especially if you do your research.”* (C8, M34)

The second sub-theme of facilitating factors related to trustworthy resource is information richness. Regarding information richness, interview findings indicate that promotional initiatives, such as social media advertising and shopping assistants' recommendations, can facilitate consumers' decision-making process to acquire pre-owned luxury brands. For instance, C9 mentioned the role of online advertising:

*“Due to the promotion of network, forum or advertisement, I can see some photos of some new works on the Internet, and the pictures also urge me to think of ways to own them. I want to have a look at the real thing.”* (C9, M35)

Another respondent acknowledged that her buying behaviours are guided by a shopping assistant's recommendations.

*“So, when I was in Isabella's wardrobe, so she sells stuff that she's got. So I suppose my appreciation of luxury brands comes with what she's got, and the story that she tells me and how she helps me find what I need. Yeah. So, you know, I'm kind of led.”*  
(C10, F44)

#### 5.3.10 Facilitating factors (Theme 2): Professional knowledge support

The second theme of facilitating factors is named professional knowledge support. Interview

data revealed that consumers are more assured of acquiring pre-owned luxury brands when they perceive that their behaviours are backed by professional knowledge. Two sub-themes of facilitating factors are: *Individual competence* and *Assistance from relevant others*.

The first sub-theme of facilitators is individual competence, which refers to an individual consumer's capacity to recognise and purchase pre-owned luxury brands in various situations. A consumer's expertise in identifying authentic pre-owned luxury brands on their own was found to enhance their willingness to purchase. For instance, T2 claimed with confidence that she is knowledgeable enough to easily distinguish between real pre-owned luxury brands and their counterfeits.

*"To me, that's never an issue because I've bought a long time, now I can authenticate myself because I got all these brands that I've held them in my hands. I know what's real and what isn't, just by looking at photos." (T2, F39)*

The identified second sub-theme is assistance from relevant others, which also affects a consumer's decision to acquire pre-owned luxury brands. Two facilitating factors under this sub-theme were identified, with the first being the influence of family members. Informants stated that their preference for pre-owned luxury brands was affected by family members; for example, C6 said she inherited her interest in collecting these items from her mother:

*"My mom has been a collector for over 25 years, and she has a massive collection. I guess I kind of inherited that from her" (C6, F25)*

The second facilitating factor is friends' assistance, which refers to the help of similarly interested people. Informant T2 mentioned that Facebook group members often communicate with each other to assist with pre-owned luxury brand purchases, which enables newcomers to quickly learn about this buying process.

*"I think the groups do so well because usually the people who asked me in the groups are very knowledgeable and have been in the marketplace for very Long time. They usually are very nice ladies who will help anybody who's new and need a bit of hand holding when I first purchase." (T2, F39)*

In summary, two themes of factors were found that can facilitate consumers' decision to acquire pre-owned luxury brands. Previous research has focused mainly on exploring motivating factors of pre-owned luxury consumption, but little attention has been paid to the fact that consumers' purchase of pre-owned luxury brands can also be influenced by facilitating factors. Identifying these facilitating factors is conducive to understanding which

aspects of information and support can boost pre-owned luxury brand consumers' confidence when facing the complexity and uncertainty of the pre-owned luxury market. Creating a safe atmosphere and providing sufficient support for consumers to purchase pre-owned luxury brands can further promote the development of this market.

#### 5.3.11 Hindering factor (Theme 1): Perception bias

Data analysis also found that consumers' acquisitions of pre-owned luxury brands can be prevented or discouraged by hindering factors. Two themes of hindering factors were identified: Perception bias and Extra uncertainty.

The first theme is perception bias, which refers to the fact that a consumer's perceptions of pre-owned luxury brands are distorted by stereotypes about these items. One sub-theme of hindering factors related to perception bias is named temporary discomfort. The first hindering factor that reflects consumers' temporary discomfort is their sense of ambivalence. Informants admitted that sometimes they feel regret and even guilt when acquiring pre-owned luxury brands. For instance,

*“Um...I think after I buy it, I will feel a bit of guilt, even though I got it cheaper than in retail store. But like I still feel uncomfortable spending too much on some certain things.” (C12, M18)*

The possible reason is that although the prices of most pre-owned luxury brands are lower than those of new luxury brands, these price differences are often not large enough to place pre-owned luxury brands at the same price level as ordinary goods. In this case, spending a significant amount of money on these luxury brands that are, in fact, pre-owned may cause a sense of ambivalence.

Furthermore, informants also reported that they need time to bond with pre-owned luxury goods, which increases their hesitation about making such as purchase; this is called adaptation. For instance, C5 said she realises her newly purchased pre-owned luxury scarf will take time to fully become hers. This indicates that these consumers continue to be aware of the stigma accompanying these goods.

*“When buy second-hand, for me anyway, is always a few days before it becomes fully mine. And then when it's mine, it's mine... What I would say as well, it's the*

*appropriations. So, when you get it, it doesn't feel like yours, it feels like it's a scarf from someone else” (C5, F40)*

### 5.3.12 Hindering factor (Theme 2): Extra uncertainty

The second theme of hindering factors is named extra uncertainty. It was found that several informants believe that choosing to acquire pre-owned luxury brands may expose them to additional risks, thus reducing their willingness to do so. Three sub-themes of hindering factors were identified: *Information asymmetry*, *Authenticity risk*, and *Channel risk*.

The first sub-theme of hindering factors is information asymmetry, which refers to a situation when one party in a transaction has more information than the other. The hindering factor in this case is undisclosed defects, which are defined as any unusual or abnormal qualities of pre-owned luxury brands that are often found in online transactions. For instance, C3 shared her negative experience with buying a pre-owned Prada bag:

*“With the Prada bag. There was like a little scar on the back that wasn't disclosed. So, I felt a little bit annoyed that bag. Um, you know, and I feel like sometimes, yeah, it's a gamble. So, depending on what you get you either feel really happy or it can be a let-down.” (C3, F33)*

The second sub-theme of hindering factors is authenticity risk, and consumers' perception of this risk was found to stem mainly from their fear of inauthenticity. Informants stated that they tend to avoid certain pre-owned luxury brands due to the abundance of counterfeits.

*“And Louis Vuitton, Hermes, and all other Burberry that sort of stuffs are all counterfeited, various counterfeits. That's why I don't like these brands.” (R2, F64)*

The last sub-theme is channel risk, which refers to perils that are related to the trading channel of pre-owned luxury items. The first risk factor arises from the shipping process, illustrated by C1's experience of receiving a pre-owned luxury brand that was damaged during shipping.

*“But the person had set had taken the bag. And they fold it in half. And they sent it to me folded. But it was this really rigid leather. So, it had this like crease in it that I was never able to get rid of. So, I sold it again.” (C1, F45)*

Another factor is unstable supply. Informants reported that good pre-owned luxury brands are often too popular for them to buy. For example, C12 shared his failed experience of seeking a popular item:

*“As I said, there's a very famous seller on the App Depop. There's a good stuff but I've failed off on it. I still regret I failed off on it. When I'm finally decided to go and buy it, they said sorry, sold. So that's quite disappointing I'd say.” (C12, M18)*

To conclude, this section summarised the eight identified themes of motivating factors and two themes of facilitating factors, and two themes of hindering factors of pre-owned luxury consumption gained during the interview data analysis. Although some of these factors influencing luxury consumption were mentioned and fully discussed by informants, other views appear to be valuable but rarely mentioned, such as avoidance of conventional channels. Therefore, the systematic literature reviews and netnography are chosen to help understand and compare interview findings by collecting more diverse data.

#### 5.4 Consumer’s profiles regarding their buying habits

Analysis of the interview data revealed eight categories of consumer profiles differentiated according to four segmentation methods to answer the third objective of interview data collection. The four segmentation methods are oriented by economic value, shopping habits, products, and generation (see Table 5.3).

**Table 5.3 Pre-owned luxury brand consumers’ profiles**

NO.	Themes	Sub-themes	Descriptions
1	<b>Economic value oriented</b>	Financially savvy person	Consumers who are well versed in dealing with expenditures, credit, and other money matters.
2	<b>Shopping habit oriented</b>	Fashionistas	Devoted followers of fashion, who are concerned about fashion involvement.
		Rotator	Consumers who are interested in flipping their collection for freshness but not for pursuing fashion involvement.
		Brand enthusiast	(1) Passionate brand learner: Consumers who are interested in gaining brand knowledge. (2) Brand eager: Consumers who consider pre-owned luxury brands as their gateway choice to accessing the brands they love.
		Social climber	Consumers who want to appear to be wealthy to gain social acceptance by acquiring pre-owned luxury brands
3	<b>Product oriented</b>	Collector	Consumers who collect items of a specific type, professionally or as a hobby.
		Regionalist	Consumers who prefer to purchase pre-owned luxury brands that were produced in specific regions.
4	<b>Generation-oriented</b>	Young generation	The young generation is defined as people who was born the 1980s.

#### 5.4.1 Theme 1: Economic value-oriented

The first identified main group of consumers who acquire pre-owned luxury brands are those driven by the desired economic benefit of the products. One type is the *financially savvy person*, someone who is accustomed to handling expenditures, credit, and other money matters. Informants stated that financially savvy consumers may also be wealthy, but they want to spend their money in an intelligent way. For instance,

*“They don’t want cheap throwaway fashion. They want to be a little bit savvy with how much they would prepare to spend and get something amazing.” (T3, F54)*

*“He has money. He can do what he wants. He bought... at least a second-hand, so I'm happy. It's not a problem. Yeah, I think he's quite savvy with his money in how he did. Yeah.” (C11, F32)*

Financially savvy consumers differ from those who value thriftiness built in their youth. Although both types of consumers care about saving money, the meaning is different. While thrifty consumers usually want to acquire goods in the cheapest way, financially savvy consumers do not buy cheaply but enjoy comparing prices to ensure that they achieve good value for their money.

#### 5.4.2 Theme 2: Shopping habit-oriented

The second main group of consumers is segmented according to their shopping habits, the first of whom are known as *fashionistas*. These are devoted followers of fashion and are concerned about their fashion involvement. R1 mentioned the term *fashionistas* during the interview, whereas T3 described what a fashionista is like. To illustrate:

*“And then the fashionistas” (R1, M26).*

*“So, I've got people that realize that they will spend a lot of money on an item, but they only want to be seen in it once and therefore they want to return on their fashion investment.” (T3, F54)*

The interview findings indicate that fashionistas usually buy pre-owned luxury brands not for their functional value but for the unique and fresh designs that are expected to become trendy. Although they are willing to spend additional money to acquire some special items, they do not stop there: They consider these purchases to be an investment in fashion and hope to maintain their fashion image through continuous purchases.

The second type of consumers are *rotators*, who are interested in flipping their collection for freshness rather than pursuing fashion involvement. For example, C6 mentioned that she noticed some consumers acquiring pre-owned luxury brands just to prevent boredom.

*“I guess, boredom for a lot of people I see in these groups during the pandemic, like they're bored. So they browse, they see something they like, they're buying something, even if you know, someone else has owned it.” (C6, F25)*

The third type of consumers are *brand enthusiasts*. One sub-type is a passionate brand learner, who is interested in gaining brand knowledge. For example, C5 described a friend's buying habits that can be considered examples of a passionate brand learner.

*“She's also very knowledgeable about brand. So, you know she's someone who does a lot of reading to see what's coming new, what's coming up. She knows the history of the brands really very well. It's not me, but I think they invest a lot of time and energy into looking for things.” (C5, F40)*

Another sub-type of brand enthusiast is *brand eager*, which refers to consumers who consider pre-owned luxury brands to be their gateway to accessing the brands they love. Both R3 and T3 explained that these consumers are often the people who cannot afford to buy new luxury brands but desire to have them. To illustrate,

*“As I told you, a group that appreciate luxury but cannot afford it.” (R3, F40)*

*“And then I've got people that can't justify or afford to buy the brands that they aspire to love and therefore they come in all the time seeking what is the new...” (T3, F54)*

The fourth type of consumer is a *social climber*, which refers to those who want to appear wealthy to gain social acceptance by acquiring pre-owned luxury brands. For instance, C12 shared a phenomenon he noticed about his friends' acquisition of pre-owned luxury brands for the purpose of building a social image.

*“I think that is just due to social acceptance of these brands and the image that they have. And it sounds ridiculous, but they will spend more money than they have on products that they literally cannot afford.” (C12, M18)*

Social-climbing consumers differ from brand enthusiasts, who usually buy pre-owned luxury brands because of their preference or admiration for them. In contrast, social climbers are more practical, hoping to obtain pre-owned luxury brands to improve their appearance, enhance their eligibility to attend exclusive events, or meet people of a higher social class.



### 5.4.3 Theme 3: Product-oriented

The third segment includes consumers who focus on preferred product categories of pre-owned luxury brands. Two main types of these consumers were identified: *collectors* and *regionalists*.

*Collector* refers to consumers who collect items of a specific type, professionally or as a hobby. Hard-core collectors focus on specific brands; for example, C9 said he collects pre-owned cricket pots from the Zhonghua Yuan brand because of his personal fondness for the brand.

*“Yes. This is because I like Mr. Zhonghua’s works more than others. So, from his works of earlier years or those of previous years, even his latest piece, I usually go to purchase and collect them.” (C9, M35)*

Similarly, T1 said she noticed the buying behaviours of hard-core collectors who dedicate themselves to searching for specific items that are not on the market.

*“The ones that are high profile are aiming for the limited, aiming for a specific colour, a specific designer, a specific signature, one of the bags, so there are only five and it was signed. So their search is not what is in the market and what is not in the market.” (T1, F47)*

The second type of collectors are consumers interested in collecting pre-owned luxury brands that were discontinued in a particular style or from a particular era in the past.

*“And for the category three. I think it is a newly emerged category. There is sort of a fashion trend recently, it's called the vintage, which means people like to purchase the old products” (C16, M26)*

Apart from collectors, the other type of consumers are *regionalists* who prefer to purchase pre-owned luxury brands produced in specific regions. For example, C10, who is from the United Kingdom, said she prefers to buy pre-owned luxury brands that were produced in her homeland because of her trust in these brands and her strong sense of regional identity.

*“And it is a UK brand and they're made in the UK. And so that's quite a strong thing for me. Um... And there is a transparency and an ethic associated with the brand too. So, I really like them.” (C10, F44)*

#### 5.4.4 Theme 4: Generation-oriented

The last group of consumers are categorised by the generation to which they belong. Informants claimed that *younger generations* are more inclined to acquire pre-owned luxury brands than older people. To illustrate, C12 explained that it is easier for the younger generation to familiarise themselves with the buying process of pre-owned luxury brands and to complete their purchases than the older generation.

*“Yeah, I think it's a lot more normalized for younger people to buy from second-hand markets, because they're more comfortable verifying these things and getting authenticated. And going through the second purchase process. And because I know my mom anyway would not, she's quite paranoid when it comes to buying second-hand.” (C12, M18)*

T2 then emphasised the economic factor in driving younger consumers to acquire pre-owned luxury brands:

*“So, you have women, and probably I'd say between to say, maybe, 18 to 25, who like me when I started. I can't afford to buy real from the shop, genuine, but they don't want to buy fake, but don't want to buy fake.” (T2, F39)*

This section reviews findings related to the profiles of pre-owned luxury brand consumers. Four main consumer segments comprising nine groups of purchasers were identified. Firstly, it was found that consumers who prioritise economic value do not merely purchase pre-owned luxury brands to save money. Even wealthy consumers make these purchases because they are considered financially smart. Secondly, segmenting consumers according to their shopping habits versus their product preferences may work differently for pre-owned luxury brand retailers. For example, segmenting consumers according to their product preferences could allow pre-owned luxury retailers to categorise their brands according to scarcity, styles, and origins. Another point worth noting is that consumers from different age groups may have different buying behaviours towards pre-owned luxury brands.

### **5.5 Trading channels of pre-owned luxury brands**

Identification of the trading channels for pre-owned luxury brands aims to answer Research Objective 1.4. Doing so can help luxury brand managers understand and monitor the circulation of their products on the secondary market as well as help luxury brand resellers understand the channels through which they can sell or source their products. Identifying

trading channels also allows academics realise where they can recruit research participants for studying pre-owned luxury consumption. The analysis revealed that pre-owned luxury brands are traded both online and offline, with two types of online channels (auction and direct buying) and four types of offline channels (pre-owned luxury shop, free market, offline bartering group, and family inheritance) identified (see Table 5.4). Findings that relate to each of them were reviewed.

**Table 5.4 Trading channels of pre-owned luxury brands**

NO.	Themes	Sub-themes
1	Online channel	Auction
		Direct buying
2	Offline channel	Pre-owned luxury shop
		Free market
		Offline bartering group
		Family inheritance

#### 5.5.1 Theme 1: Online channel

Interview findings revealed that some informants acquire their pre-owned luxury brands through two types of online channels, namely, *auction* and *direct purchase*. Firstly, the informants reported that they often bid for products on online platforms such as eBay. To illustrate, C8 said he has a list of auction sites on which he can bid for his desired watches.

*“I was at an auction online. This is the certain way that I acquire watches. I use, maybe like three or four auction sites and then different trading platforms.” (C8, M34)*

Similarly, C11 recalled her bidding experience as:

*“There is a rush when you're bidding. And you really have to set yourself a mental limit... You have to keep that in mind because otherwise this situation can pull you into bid.” (C11, F32)*

The second sub-theme related to the online acquisition of pre-owned luxury brands is direct buying; this refers to the purchase of pre-owned luxury brands directly from resellers by paying a negotiated price. The first approach to direct buying is on online consignment platforms such as Vestiaire Collective, which was mentioned widely in the interviews. To illustrate:

*“I look on mostly on Vestiaire Collective, and on, sometimes on eBay. I know that there are some like Facebook groups where people...” (C1, F45)*

The second type of online buying channel is a fashion marketplace computer application. Depop, StockX, and Dewu were mentioned in the interviews as popular fashion marketplace apps. To illustrate:

*“And for the sneakers, normally there will be the online platforms such as the Stock X from the US and Dewu from China. There are different online platforms for the sneakers resale.” (C16, M26)*

*“And I purchased them second-hand from someone who purchased in retail, and second-hand app called “Depop”. And as people to sell their secondhand goods on there.” (C12, M18)*

The third channel for direct buying is online selling groups such as Facebook Marketplace. C7 mentioned that she often visits this site to search for pre-owned luxury brands.

*“So, I got it from online shopping. I was scrolling on Facebook, and I got it. I joined the online selling groups where authentic second-hand luxury brands are sold” (C7, F20)*

Similarly, C9 stated that online selling groups such as the WeChat group are the most convenient way for him to find resellers of the niche pre-owned luxury brands he desires.

*“One of the main approaches later to get the cricket pots is to browse it on the Internet.” (C9, M35)*

The online trading channels for pre-owned luxury brands are wider than those of new luxury brands. While these different channels offer pre-owned luxury brand consumers more opportunities to obtain the items they want, they also increase the difficulty of finding and buying them. This coexistence of opportunities and challenges may be the charm that attracts consumers to buy pre-owned luxury brands.

### 5.5.2 Theme 2: Offline channel

The analysis of the interview data indicated that consumers also often acquire pre-owned luxury brands from offline channels: *pre-owned luxury shop, free market, bartering group, and family inheritance.*

Two types of offline pre-owned luxury shops were identified: second-hand luxury boutiques and consignment shops. The boutiques typically focus on selling items from a specific time

or simply older items in general. C10 mentioned that she often visits Isabella's Wardrobe, a second-hand luxury boutique where she lives.

*"Yeah, so I got it from a shop called Isabella's Wardrobe. That's in Glasgow. And she sells second-hand garments." (C10, F44)*

As with an online consignment platform, an offline consignment shop accepts items for resale and agrees to pay the seller a percentage of the proceeds when the goods are sold. R1 said he works at a shop that specialises in consignment sales of pre-owned luxury brands.

*"What we do is we work consignment. So, people bring in the clothes. They leave it with us, we agree on the price and then we sell them, and we share the profit." (R1, M26)*

Although boutiques and consignment stores are similar, informants said vintage boutiques sell mainly store-owned items, while consignment shops sell primarily consigned customer items. Therefore, they are classified into different categories.

The second offline channel identified in the interviews is the free market, which refers to the second-hand marketplace dominated by buyers' and sellers' spontaneous transactions without strict intervention. Informant C9 mentioned a pet market as a specific type of free market in China at which he often acquires his pre-owned luxury-branded cricket pots. These pet markets exist as bazaars at fixed times, where buyers and sellers trade freely. To illustrate:

*"Since I like cricket pots. At that time, I usually bought them from some flower and bird markets in our local area, or some stores specialized in selling these insects raising equipment." (C9, M35)*

The third offline channel is a bartering group, at which individuals trade their own items rather than exchanging money. C11 mentioned that she often exchanges her goods with others in bartering groups to obtain the pre-owned luxury items she desires.

*"We have this bartering group in Glasgow, where you hand gifts over to each other, you've no money change hands, but you can hand over items. So, say I have a water bottle and you have a pen and I need a pen to swap. So, I've done that a couple of times, second-hand, really good items." (C11, F32)*

Another identified offline channel is family inheritance. C8 mentioned that some of his most important pre-owned luxury watches were inherited from his father.

*“The story behind that is actually sadder than anything because my father passed away suddenly four years ago. So, it's not like he actually gave it to me. It was more like I kind of inherited it. I know he always wanted me to have it on.” (C8, M34)*

In conclusion, this section reviews the findings related to the channels through which consumers acquire their pre-owned luxury brands. Although both new and pre-owned luxury brands are traded online and offline, the channels and forms of pre-owned luxury brand trading are more diverse. However, due to the limited number of interviewees, further data collection is needed to compare and support the prevalence of these identified trading channels in pre-owned luxury consumption.

## **5.6 Relationship between consumers and their pre-owned luxury brands**

Findings in this section are expected to answer Research Objective 1.5, which aims to investigate the relationship between consumers and their pre-owned luxury brands. The analysis revealed positive relationships between consumers and their pre-owned luxury brands and seven sub-themes of indicators: *self-brand connection*, *positive emotional connection*, *passion-driven behaviours*, *trusted partnership*, *intimacy*, *interdependence*, and *commitment* (Table 5.5). The positive ties found can remind luxury brand managers that pre-owned luxury consumption can also affect their relationships with consumers, prompting them to consider using pre-owned luxury brands to strengthen these connections.

**Table 5.5 Indicators of positive consumer–brand relationship**

<b>NO.</b>	<b>Themes</b>	<b>Sub-themes</b>
<b>1</b>	<b>Positive consumer–brand relationship</b>	Self-brand connection
		Positive emotional connection
		Passion-Driven Behaviours
		Trusted partnership
		Intimacy
		Interdependence
		Commitment

### **5.6.1 Theme 1: Positive consumer–brand relationship**

The first identified sub-theme of indicators is *self-brand connection*. Self-brand connection refers to the fact that consumers believe pre-owned luxury brands can help them communicate a significant aspect of their self (Fournier, 1998), such as the identity they desire. For example, C11 explained that although several luxury brands she wishes to buy are unaffordable, she is willing to acquire pre-owned products of these brands as an alternative way to exhibit her good taste.

*“You know, on a higher level, you feel like it elevates your image... I know I can't necessarily afford the full price for this item. But I am seemed to have this taste in this tailoring or this way of design or something.” (C11, F32)*

Informants also said some of their pre-owned luxury brands match well with their current self-identity and are often used to make a self-statement. For example,

*“I think a lot of luxury consumption is about showing the self, showing, you know, trying to create an identity and trying to show who you are, to others, and owning a luxury brand help you do that.” (C5, F40)*

As consumers seek to present their desired image to the outside world by acquiring pre-owned luxury brands, this indicates their high recognition of pre-owned luxury brands. Therefore, it can be reasonable to infer that a positive relationship exists between consumers and their pre-owned luxury brands.

The second identified sub-theme of indicators is *positive emotional connection*, which refers to consumers' feeling of alignment and love between their pre-owned luxury brands and themselves. Several interviewees directly used the term “love” to express their strong positive relationship with their pre-owned luxury brands. For example, C9 expressed his constant love of one of the items in his collection.

*“Now this item is still placed in my cupboard and treasured. In retrospect, it has been so many years. It's still a constant love for it.” (C9, M35).*

Informants also mentioned that their strong emotional attachment – a feeling of closeness and affection – to their pre-owned luxury brands. For example, T3 said she has an emotional connection to her Chanel items.

*“So, it just has a lot of emotional attachment to it. I feel very proud wear it, photographs of me in it. I still fit into it. So yeah, ultimately, its party dress, but it's a party dress I don't want to be apart with.” (T3, F54)*

The analysis also revealed that consumers perceive anticipated separation distress when they are temporarily separated from their pre-owned luxury brands. Anticipated separation distress refers to consumers' fear of losing or being away from an attachment figure (Batra et al., 2012). For instance, C4 said that when his vintage cars need any restoration, he often worries about whether others can do this job works without his supervision.

*“Whereas if you take your car into a garage, you don’t always know how well they’ve done the work. So, there is that.” (C4, M70)*

Furthermore, informants expressed their unwillingness to separate from their pre-owned luxury brands, which is termed indecisiveness when selling.

*“So, I decided to go live and let them be adopted, or sold, but I call them adoption because it hurts my heart if I sell. So, for my own psychological well-being, I just let them be adopted and look for new mommies, that's my story.” (R2, F64)*

The third sub-theme is consumers’ *passion-driven behaviours*, which refers to their strong desire to obtain or use pre-owned luxury brands. Several informants reported that when they or their friends cannot wait for some particularly desired items, they are willing to pay a premium price to immediately obtain these brands.

*“You know, there are a lot of Louis Vuitton collectors. It's huge community. People are more than willing and happy to pay double the price you bought it because they want it, and they can't get it anywhere else. You know, you're doing them a favour almost.” (T2, F39)*

Since consumers are willing to spend additional resources on certain pre-owned luxury brands, this indicates the intensity of their luxury brand passion is higher than that for other brands. Therefore, it is reasonable to speculate about the existence of a positive relationship between consumers and pre-owned luxury brands.

*Trusted partnership* was identified as the fourth sub-theme of indicators. A trusted partnership is when consumers perceive the performance of their pre-owned luxury brands is of high quality. Informants during the interview claimed that they are proud to wear their pre-owned luxury brand partners, despite the prejudice people used to have towards pre-owned items.

*“And also, I'm proud that I'm wearing them that are pre-owned, because you know, there's at one time there was a lot of stigmas attached to wearing second-hand.” (T3, F54)*

Informants also reported that they respect the vintage luxury brands they acquire because of their strong brand heritage, suggesting that consumers view their pre-owned luxury brands as respectable relationship partners. For instance,



*“It's a point of history, I think, to me. The history of Chanel and how it all started. And with Coco Chanel. In general, it's like owning something, vintage.” (T1, F47)*

Another indicator is great fit, which refers to consumers' belief that their pre-owned luxury brands fit them well. Informants frequently expressed their satisfaction with the matching of their pre-owned luxury brands with their existing collection.

*“And, um, but the thing is it fits me really well. And I wear it with lots of different clothes.” (C10, F44)*

Informants also described the high reliability of their pre-owned luxury brand partners. For example, C2 compared her pre-owned luxury shoes to close friends who know her preferences.

*“I love them even more when they were repaired, when they had a new soul put on the shoe. And now, when I see them, they're like the linked friends. I know that they're strong, and they're elegant and they're sturdy. And, I can rely on them.” (C2, F51)*

From the description of informants, some consumers are accustomed to treating their pre-owned luxury brands as partners they can trust, rather than simply as their property. The life partner identity that consumers bestow on their pre-owned luxury brands is indicative of a positive relationship.

As the fifth sub-theme of indicators, intimacy was revealed between consumers and their pre-owned luxury brands. Informants said they sometimes take actions to demonstrate the closeness they feel their pre-owned luxury brands. For instance, C14 shared that she tattooed the patterns of her beloved pre-owned Louis Vuitton bag on her shoulder.

*“It was my first preloved bag I purchased. It makes smile every time I pick it up. I love the cherry blossom print so much I got them tattooed on my shoulder.” (C14, F42)*

Embracing an action such as a tattoo indicates that consumers feel extremely close to their pre-owned luxury brands, and this is an obvious indicator of a positive consumer–brand relationship.

The sixth identified sub-theme is interdependence, which refers to regular interactions between consumers and their brands (Fournier, 1998). Firstly, informants shared that they enjoy the highly involved experiences they have with their pre-owned luxury brands. For example,

*“When I use them, they make me feel good. Not about myself, because you know a handbag doesn't make me feel any different about myself, but they give me pleasure to look at, to use to clean, to take care of, and I consider myself a collector.” (T2, F39)*

Additionally, the existence of interdependence is reflected in informants' statements that they would like to continuously use their pre-owned luxury brands. For example, informants reported that sometimes they cannot help but do so.

*“And I want to use this handbag this year, I haven't used any other handbags, so this is how much I love it. So, I think you know, it's a likeness.” (C5, F40)*

The last sub-theme of indicators is commitment, which refers to consumers' willingness to maintain a long-term relationship with their pre-owned luxury brands. Firstly, interview data analysis revealed that informants often declared their intention to keep some of their pre-owned luxury brands forever. For example,

*“And it makes it a little bit more special for me because, you know, I, both of these, I feel I can't see myself selling them ever just because of like, the story behind. So, I liked it even more” (C3, F33)*

Moreover, informants acknowledged that this dedication to a long-term relationship can be attributed not only to the financial investment in their pre-owned luxury brands but also to the emotions their experience with these branded items.

*“I'll never sell up because I think that is just one of the very first things I ever bought as a second-hand piece that I really treasure it. It meant a lot to me. It still cost me a lot of money back then.” (T3, F54)*

The existence of the sub-theme of commitment indicates that the relationship between consumers and their pre-owned luxury brands is not restricted only to passionate behaviours but to a deeper and long-term relationship. This is indicative of a positive consumer–brand relationship.

In summary, this section reviews findings in terms of the positive relationships that exist between consumers and their pre-owned luxury brands. Although seven sub-themes of indicators were identified, it remains unclear whether they can indicate positive consumer–brand relationships and whether their implications are properly understood by researchers. Accordingly, these indicators are further interpreted with data collected via the two other research methods.

## 5.7 Chapter summary

This chapter summarises five themes of findings identified from analysis of the interview data, with each theme corresponding to a proposed research objective of the semi-structured interviews. Regarding Objective 1.1, data analysis revealed that luxury brands circulated on the secondary market usually exist in six forms: pre-owned luxury brand, pre-loved luxury brand, vintage luxury brand, second-hand luxury brand, luxury collectible, and resale luxury. Among these, pre-owned luxury brand was identified as the broadest umbrella term to include the five other forms, rather than the term pre-loved luxury brand suggested by prior scholars (Turunen and Leskinen, 2015). The characteristics of each form of pre-owned luxury brands were also discussed.

To answer Objective 1.2, consumers' acquisitions of pre-owned luxury brands were found to be driven by eight themes of motivating factors: economic concern, critical concern, sentimental value concern, brand-related concern, individual consumption experiential value concern, functionality concern, self-identification concern, and social value concern. Additionally, two themes of facilitating factors and two themes of hindering factors were revealed that can affect consumers' willingness to purchase pre-owned luxury brands.

Regarding Objectives 1.3 and 1.4, answers to these two objectives jointly contribute to the exploration of the consumption patterns of pre-owned luxury brands. Firstly, eight types of pre-owned luxury brand consumer profiles were identified, segmented according to their desired economic value, shopping habits, preferred products, and generations. Then, the analysis revealed two types of online channels (auction, direct buying) and three types of offline channels (pre-owned luxury boutique, offline bartering group, and free market) for the trading of pre-owned luxury brands.

Finally, the positive relationships that exist between consumers and their pre-owned luxury brands were identified along with seven sub-themes of indicators: self-brand connection, positive emotional connection, passion-driven behaviours, trusted partnership, intimacy, interdependence, and commitment.

## **CHAPTER 6 RESEARCH METHODOLOGY – SYSTEMATIC LITERATURE REVIEW**

### **6.1 Introduction**

This chapter explains the choice of the systematic literature review research method to collect qualitative data in this study. The decision to incorporate systematic literature reviews into the multi-method qualitative design build on semi-structured interview findings. Although the analysis of interview data revealed the forms, consumption motivations, and consumption patterns of pre-owned luxury brands as well as their relationships with consumers, the precise meaning of these inductively generated findings remain unclear to the researcher. As pre-owned luxury brands share similar characteristics with luxury, brand, and pre-owned possessions, a review of existing literature that focuses on these three terms expects not only to synthesise previous results that are directly related to answering the research questions but also to identify relevant information that can facilitate interpretation of the interview findings. Secondly, the inconsistencies and differences revealed during comparison of interview results and literature review findings can indicate areas needing attention in the next step of netnography data collection and analysis.

This chapter is structured according to the actual sequence of data collection operations. The pre-determined systematic research protocol followed in this study seeks to identify high-quality data sources from five topics of literature that are relevant to pre-owned luxury consumption: luxury branding, consumer–brand relationship, brand love, brand hate, and second-hand consumption, was first explained (Section 6.2). The protocol explains the methods and actions taken to select high-quality journals, develop search keyword lists, determine the article search databases, and adopt inclusion criteria for selecting articles and exclusion criteria for eliminating articles. This chapter then explains the six-step content analysis procedure followed to analyse the identified data source in this study (Section 6.3). Finally, the rigour and trustworthiness of adopting a systematic literature review as an inquiry method in this multi-method qualitative study design are demonstrated (Section 6.4).

### **6.2 Procedure followed to conduct systematic literature reviews**

Five systematic literature reviews were conducted by following pre-determined research protocols, specifying in advance the data to be included and the methods to collate, appraise, and analyse it (Snyder, 2019). The pre-determined research protocols enable the researcher

to identify the most relevant content from previous literature and to interpret it in a way that contributes to answering the four research objectives in this study of pre-owned luxury consumption. Specifically, a comprehensive search strategy was adopted to identify high-quality articles in each literature review topic by establishing inclusion criteria in advance (Table 6.1). These criteria are journal rankings, search keywords, search databases, language, type of articles, and time span (Snyder, 2019).

The literature related to five topics of interest was identified by following two different treatments. A preliminary search of studies in the Scopus database up to 2021 revealed that documents related to luxury branding (381), brand love (637), and consumer–brand relationship (860) are abundant, while documents related to brand hate (85) and second-hand consumption (77, after excluding 196 medicine documents) are relatively scant. Based on the volume of the research outputs, it was decided to use specific criteria to search for a subset of studies related to luxury branding, brand love, and consumer–brand relationships. Studies related to brand hate and second-hand consumption were downloaded from unrestricted outlets. A more inclusive selection of studies would allow for a broader evaluation of relevant research (Veloutsou et al., 2022), thereby achieving a thorough understanding of these two topics.

**Table 6.1 Procedures to select articles for systematic literature reviews**

<b>Procedures</b>	<b>Luxury branding</b>	<b>Consumer–brand relationship</b>	<b>Brand Love</b>	<b>Brand hate</b>	<b>Second-hand consumption</b>
<b>Journal quality assessment ranking (1): ABS List</b>	"Marketing" journals classified as 2, 3, 4 or 4* in the ABS 2018.	"Marketing" journals classified as 2, 3, 4 or 4* in the ABS 2018.	"Marketing" journals classified as 2, 3, 4 or 4* in the ABS 2018.	N/A	N/A
<b>Journals included</b>	<b>41</b>	<b>41</b>	<b>41</b>	N/A	N/A
<b>Journal quality assessment ranking (2): Scopus</b>	The first 25% journals in Scopus (marketing), The first 25% journals in Scopus (General Business, Management and accounting) in 2018.	Scopus (the first 25% in marketing) in 2019; The first 20% journals in Scopus (strategy and management), Scopus (General Business, Management and accounting) in 2019.	The first 20% journals in Scopus (marketing), Scopus (strategy and management) and Scopus (General Business, Management and accounting) in 2019.	All journals in Scopus database.	All journals in Scopus database.
<b>Additional Journals from Scopus</b>	<b>66</b>	<b>127</b>	<b>120</b>	N/A	N/A
<b>Journal quality assessment ranking (3): ABDC List</b>	ABDC-Field of Research: 1505: the journals that rating A*, A, B in 2019.	ABDC-Field of Research: 1505: the journals that rating A*, A, B in 2019	ABDC-Field of Research: 1505: the journals that rating A*, A, B in 2019	N/A	N/A
<b>Additional Journals from ABDC List</b>	<b>40</b>	<b>40</b>	<b>42</b>	N/A	N/A
<b>EBSCO</b>	N/A	N/A	N/A	All journals in EBSCO (Business Source Premier) database.	All journals in EBSCO (Business Source Premier) database.
<b>Selected Journals</b>	<b>147</b>	<b>208</b>	<b>203</b>	N/A	N/A
<b>Inclusion criteria (1): Searching key terms</b>	(Luxury OR "conspicuous" OR "status" OR "prestige") AND (Branding OR "brand" OR "goods" OR "consumption" OR "product" OR "item" OR "fashion" OR "retailing")	(Consumer OR "customer" OR "buyer") AND (Brand OR "product" OR "goods") AND (Relationship OR "bond" OR "connection" OR "relation" OR "association" OR "tie"); (CBR)	(Brand OR "product" OR "goods") AND (Love OR "positive relationship" OR "beloved" OR "passion" OR "positive connection" OR "positive bond")	(Brand OR "product" OR "goods") AND (Hate OR "negative" OR "negative relationship" OR "dislike" OR "Anti")	(Second-hand OR "Secondhand" OR "used" OR "pre-owned" OR "preowned" OR "used" OR "vintage") AND (Consumption OR "buying" OR "buy" OR "purchase" OR "shopping" OR "collecting" OR "brand" OR "goods" OR "product" OR "item" OR "Collectible")
<b>Inclusion criteria (2): Database selection</b>	Selected Journal's websites	Selected Journal's websites	Selected Journal's websites	Scopus and EBSCO (Business Source Premier)	Scopus and EBSCO (Business Source Premier)
<b>Inclusion criteria (3): Time span of article</b>	1998-2021	1998-2021	1998-2021	Up to 2021	Up to 2021
<b>Inclusion criteria (4): Language of article</b>	N/A	N/A	N/A	English	English
<b>Inclusion criteria (5): Type of article</b>	N/A	N/A	N/A	Academic peer-reviewed articles.	Academic peer-reviewed articles.

<b>Procedures</b>	<b>Luxury branding</b>	<b>Consumer–brand relationship</b>	<b>Brand Love</b>	<b>Brand hate</b>	<b>Second-hand consumption</b>
<b>Articles initially downloaded</b>	<b>471</b>	<b>188</b>	<b>107</b>	<b>52</b>	<b>110</b>
<b>Exclusion criteria (1)</b>	The duplicated articles; Introductory articles.	The duplicated articles; Introductory articles.	The duplicated articles; Introductory articles.	The duplicated articles; Introductory articles; Articles published as conference proceedings; books chapters.	The duplicated articles; Introductory articles; Articles published as conference proceedings; books' chapters.
<b>Exclusion criteria (2)</b>	The irrelevant articles with luxury branding	The irrelevant articles with consumer–brand relationship.	The irrelevant articles with brand love.	The irrelevant articles with brand hate.	The irrelevant articles with consumer's second-hand consumption behaviours
<b>Exclusion criteria (3)</b>	No findings on the antecedents of luxury brand consumption	No conceptualisation about the nature OR dimensionality of "consumer–brand relationship".	No conceptualisation about the nature OR dimensionality of "brand love".	No conceptualisation about the nature OR dimensionality of "brand hate".	No conceptualisation on pre-owned possession and its relevant terms. OR No findings on the antecedents of second-hand consumption
<b>Excluded</b>	341	93	36	21	70
<b>Finally remained</b>	<b>130</b>	<b>95</b>	<b>71</b>	<b>31</b>	<b>40</b>

Since studies related to luxury branding, brand love, and consumer–brand relationship were identified from specific outlets (journals), three authoritative journal quality rankings were first determined to identify high-quality journals (Table 6.1). Firstly, the CABS 2018 marketing journal list was chosen for its comprehensiveness and authority, as it encompasses a broad set of top-quality marketing journals that are rated not only on metrics but also on peer review and expert judgements (CABS, 2021). Secondly, the ABDC 2019 Marketing Field of research (NO.1505) journal lists were selected. As a collaborative list developed by the Australian Business Deans Council, the ABDC list is increasingly influential and contains well-regarded journals (ABDC, 2022; Yadav and Chakrabarti, 2022). Additionally, the Scopus (“Marketing”, “General Business, Management, and Accounting”, and “Strategy and Management”) 2018 and 2019 CiteScore lists were used to identify the most valuable academic journals measured by their average citations to ensure the inclusion of journals with articles valued by the academic community (Paul and Benito, 2018; Veloutsou and Ruiz Mafe, 2020). Scopus CiteScore lists for these three fields were chosen because they all focus on ranking business- and management-related journals, and, thus, are likely to include journals relevant to the three topics. References to Scopus CiteScores for different years are due to the conduct of systematic literature reviews in these years.

The inclusion criteria of journals were then established for each of the three topics to identify top-quality journals. A journal’s quality and reputation can directly reflect the academic value and rigour of studies published in it (Katsikeas et al., 2016). Aligned with the comprehensive search strategy, this research expected to include more relevant high-quality journals in the initial stage of journal search. Referring to previous studies (Serrano et al., 2018), the researcher formulated the first draft of journal inclusion criteria on each topic according to the ranking intervals of recognised high-quality journals in each discipline. For example, the journals rated as A\*, A, and B in ABDC marketing lists are considered high-quality, whereas different selections of Scopus CiteScore rankings and percentages for each topic are based on a case-by-case consideration of the relevance of these fields to three topics. For example, the topic consumer–brand relationship was regarded as more relevant to the field of strategy and management than the topic luxury branding, as developing and managing consumer–brand relationships is relevant to brands’ strategic goals. The drafted journal inclusion criteria were checked by two marketing experts to elicit their suggestions on its practicability and validity. Based on the feedback, the final journal inclusion criteria were confirmed (Table 6.1). A total of 147 journals were searched for studies on luxury branding, 208 for studies on the consumer–brand relationship, and 203 for studies on brand



love. No journal restrictions were set for the topics of brand hate and second-hand consumption, since plans were made to identify studies from unrestricted outlets.

To support the identification of studies on all five topics, search keywords lists were developed, which involved three steps and several draft lists. Firstly, a meeting with marketing experts was arranged to identify the key themes related to each topic; for example, themes related to luxury branding are luxury and branding (Step 1). The researcher then independently generated five potential keyword lists based on the key themes identified for each of the five topics (Step 2). Potential keyword lists were first generated by using a retrieval strategy (Gurzki and Woisetschlager, 2017). For instance, the key theme luxury was extended to related terms that are often used synonymously in scholarly publications, such as status consumption (Kapferer, 1997; Vigneron and Johnson, 2004). Potential keywords were also identified from articles using a systematic approach to identify sources, especially focusing on five topics, such as systematic literature reviews on luxury (Ko et al., 2017; Gurzki and Woisetschlager, 2017; Veloutsou et al., 2022) and brand relationships (Fetscherin et al., 2019; Veloutsou and Ruiz Mafe, 2020). Afterwards, a second meeting with marketing experts was arranged to discuss the keyword lists generated by the researcher and to jointly confirm the final list of search keywords relevant to five topics (Step 3).

Two searching strategies were applied for the five topics. Regarding the three topics to identify studies from selected journals, the official websites of the journals on journal lists related to luxury branding, consumer–brand relationships, and brand love were searched with corresponding keyword lists to download articles. This precise search within journals is expected to avoid missing important articles, as the databases sometimes do not include articles from all years in each journal. Regarding the two topics that have no journal restrictions on articles, Scopus and EBSCO (Business Source Premier), two large multidisciplinary databases of peer-reviewed literature in social sciences, were used for the searches (EBSCO, 2019; Veloutsou and Ruiz Mafe, 2020). Proposed keywords were entered into the search box and connected by the “OR” operators to identify eligible articles. EBSCO was used to confirm and complement articles identified from Scopus to prevent omissions (Gilal et al., 2019), as some articles may be found only in specific databases.

The time period for articles to be included for each topic was also specified (Table 6.1). This tactic not only helps identify the most relevant publications but also complies with the systematic literature review process and ensures research replicability (Veloutsou et al., 2022). The earliest time of publications to be included in a search depends on when seminal

studies on the topic were published (Osuna Ramírez et al., 2017). For example, Fournier (1998) was recognised as defining when consumer–brand relationships began receiving significant research attention, whilst the article on luxury branding published by Kapferer (1997) can be considered a landmark seminal study in modern times. Due to the ambiguity of seminal articles regarding the topics of brand hate and second-hand consumption, no start time was established for these article searches. The latest date of publications to be considered for all topics in this study is the end of 2021 to ensure the integrity of publishing year and time, as potential inconsistencies may exist between dates on which the latest articles are published and when they appear on databases in 2022 (Veloutsou et al., 2022).

For the two topics without journal restrictions, two additional inclusion criteria were noted. Specifically, only peer-reviewed articles published in English were searched and downloaded. The use of peer-reviewed articles as an inclusion criterion can ensure their scholarly and scientific quality (Hook et al., 2018). The main reason for choosing literature published in English is because this is the language in which the researcher is conducting this study, and other languages are not familiar to the researcher. Additionally, it can be seen from the authoritative journal rankings that English, as the lingua franca of international scientific communication (Lopez-Navarro et al., 2015), is used as the writing language of all high-quality marketing journals. Therefore, searching English articles is also conducive to discovering high-quality literature. Using all the aforementioned inclusion criteria, 471 articles were downloaded on the topic of luxury branding, 188 on consumer–brand relationship, 107 on brand love, 52 on brand hate, and 110 on second-hand consumption.

All the articles were further filtered by applying several exclusion criteria to improve the overall quality and relevance of the data set (Table 6.1). Firstly, the duplicated articles were removed, as they may have been downloaded repeatedly due to appearing in search results for different keywords. Considering that only full-length journal articles were to be included, introductory articles, articles published as conference proceedings, and book chapters were also removed, as these incomplete articles cannot provide the researcher with sufficient research background to interpret the findings. Articles deemed irrelevant to the five topics were then removed following a review of the abstract of each surviving article. Finally, the main parts of each article were quickly browsed to eliminate articles that were irrelevant to the research objectives or that could not help further understanding of the five review topics. At the end of this phase, the final tally was 130 articles for luxury branding, 95 for consumer–brand relationship, 71 for brand love, 31 for brand hate, and 40 for second-hand consumption.

### **6.3 Data analysis approach**

Data sources identified through the systematic approach described above were then examined using content analysis, a method of analysing written documents by distilling large number of words into fewer content-related categories and concepts to describe the phenomenon in which the researcher is interested (Kolbe and Burnett, 1991; Eto and Kyngas, 2008; Bengtsson, 2016). Content analysis is suitable for use in the current study to analyse the data set consisting of previous published literature (Seuring and Gold, 2011; Duan et al., 2020). Since the content analysis method can be conducted both quantitatively and qualitatively (Mayring, 2000; Bengtsson, 2016), it can help not only to summarise findings in previous studies that are directly related to current research objectives through the deductive approach but also inductively seek other potentially relevant information that can contribute to answering the research objectives from fragmented previous knowledge (Graneheim et al., 2017).

Content analysis was implemented with reference to the three main phases proposed by Eto and Kyngas (2008) but was also tailored to the systematic literature review data collection objectives (Seuring and Gold, 2011; Duan et al., 2020). The entire procedure is displayed in Table 6.2.

**Table 6.2 Procedure of using content analysis to analyse identified literature**

<b>Steps</b>	<b>Aims</b>	<b>Description of actions</b>
<b>Step 1:</b> Selecting the unit of analysis	To confirm the role of each systematic literature review in contributing to answer each research objective.	<ul style="list-style-type: none"> <li>• Each article was selected as a unit of analysis.</li> <li>• “Luxury branding” literature → Research objective 2.1; 2.2.</li> <li>• “Consumer–brand relationships” literature → Research objective 2.4.</li> <li>• “Second-hand consumption” literature → Research objective 2.1; Research objective 2.2; Research objective 2.3.</li> </ul>
<b>Step 2:</b> Descriptive analysis	To familiarise with the data to make sense of it.	<ul style="list-style-type: none"> <li>• Each article was first reviewed.</li> <li>• The thematic information of each article was then sorted into Excel spreadsheets, such as abstracts, findings and discussions, for the convenience of synthesizing articles with different research focuses.</li> </ul>
<b>Step 3:</b> Determining coding categories	To develop coding categories to further classify article content according to categories that contribute to answer research objectives (Avenier, 2010).	<ul style="list-style-type: none"> <li>• Based on a theoretically based categorisation scheme (Seuring and Gold, 2011), broad coding categories were first deductively predefined according to systematic literature review research objectives. For instance, "motivation of luxury brand consumption" was selected as a coding category when reviewing luxury branding literature. Each coding category was also defined.</li> <li>• Article content related to each broad coding category was marked and categorized in the PDF document using the highlighting function. For example, all luxury brand consumption-related motivations were identified from articles.</li> </ul>
<b>Step 4:</b> Coding content	To code the article content that correspond to each coding category	<p>Content coding was based on both deductive and inductive approaches.</p> <ul style="list-style-type: none"> <li>• Deductively, constructs that appear in article content that is directly relevant to answering research objectives are first documented as codes, as this study expects to explore previous research findings on research objectives. For example, identified motivation “status consumption” can be classified as a code under the coding category “luxury brand consumption motivation”. The following content that is consistent with this motivation found in other articles was also classified into this code and sorted by authors’ names in an Excel spreadsheet.</li> <li>• Inductively, the open coding method was used to code the content of articles that the researcher subjectively believes are relevant and important to the realisation of research objectives, to prevent potentially significant information from being ignored by the original authors of the article (Bengtsson, 2016).</li> <li>• The generated initial codes and content extracts they contain were re-reviewed and further grouped into higher level themes where applicable.</li> <li>• The coding process was done manually by using the Excel spreadsheet. The number of times a particular code occurs and the name of the article that the code appeared from was also recorded.</li> </ul>
<b>Step 5:</b> Assessing coding consistency	To check the coding validity and reliability	<ul style="list-style-type: none"> <li>• The validity check was conducted by evaluating whether the meanings of generated codes and themes are consistent.</li> <li>• Reliability was checked by evaluating the extent of reproducibility of codes from article content to ensure the consistency of coding (Mayring, 2000).</li> </ul>
<b>Step 6:</b> Reporting findings	To interpret and Present content analysis findings	<ul style="list-style-type: none"> <li>• The finalized themes, codes, and what they contain were interpreted in conjunction with each research objective of the systematic literature review they answer.</li> </ul>

#### **6.4 Rigour and trustworthiness of the systematic literature reviews**

The rigour of collecting data from the existing literature was achieved by following a pre-designed systematic approach. The research objectives of systematic literature reviews were first proposed with justifications for their roles in answering the research questions. The specific inclusion and exclusion criteria were formulated not only with reference to published studies that applied a systematic literature review approach (Osuna Ramirez et al.,

2017; Veloutsou et al., 2022) but also were revised during several rounds of discussions with marketing experts. The rigorously designed data collection procedure ensures the identification of a data source composed of high-quality and highly relevant articles. The detailed instructions on the operation steps also guarantee the reproducibility of findings if the same procedure is used by other trained researchers (Mays and Pope, 1995). In terms of data analysis, content analysis – as a method that has been successfully used in prior studies to analyse literature reviews – was adopted to enhance the overall rigour of analysis (Seuring and Gold, 2011; Duan et al., 2020).

The trustworthiness of the systematic literature review data collection was also enhanced by fulfilling the four aspects of evaluation criteria proposed by Guba (1981; see Table 6.3).

**Table 6.3 The trustworthiness of systematic literature review data collection**

<b>Criteria</b>	<b>Main concern</b>	<b>Safety precautions</b>
<b>Truth value (Credibility)</b>	The degree of confidence in the “truth” of systematic literature review findings	<ul style="list-style-type: none"> <li>As a mature data-collection method, a systematic literature review is suitable for developing the knowledge base within a research field that has limited research output (Seuring and Gold, 2011).</li> <li>Search keyword lists are developed through three steps, and marketing experts are consulted to ensure that no relevant keywords were ignored.</li> <li>Excel spreadsheets containing information about each article are also peer-reviewed by marketing experts to ensure that the meanings of codes and themes recorded are clear.</li> </ul>
<b>Applicability (Transferability)</b>	The extent of the representativeness and generalisability of systematic literature review findings	<ul style="list-style-type: none"> <li>Data sources contain articles published over two decades, selected from the most relevant and high-quality journals, so that the systematic literature review findings can best represent all relevant findings in the existing literature on the four research objectives.</li> </ul>
<b>Consistency (Dependability)</b>	The extent to which systematic literature review findings can be repeated.	<ul style="list-style-type: none"> <li>The deductive and inductive approaches of content analysis are both adopted to develop codes when analysing the article contents to increase the accuracy of coding.</li> <li>The validity and reliability of codes and themes are also continuously checked to detect the alterations made in the researcher’s decisions during the coding process, thereby ensuring accurate representation of article content.</li> </ul>
<b>Neutrality (Confirmability)</b>	The degree to which the systematic literature review findings objectively reflect the opinions of prior scholars.	<ul style="list-style-type: none"> <li>Previous literature is identified and filtered by following a systematic approach to build the final data sources, avoiding omissions caused by the subjective negligence of the researcher.</li> <li>Data is extracted directly from the articles without being further processed by the researcher, indicating the neutral role that the researcher maintains when collecting data from previous findings.</li> </ul>

## 6.5 Chapter summary

This chapter presents the methodology followed to collect qualitative data through five systematic literature reviews, focusing on luxury branding, consumer–brand relationship, brand love, brand hate, and second-hand consumption. A pre-determined research protocol and a comprehensive search strategy were adopted, and three authoritative journal quality

assessment rankings (CABS marketing journal list, Scopus CiteScore, and ABDC-Field of research journal list) were first selected to recognise high-quality journals in research areas that are relevant to each literature review topic. As a result, 147 journals were chosen to search for studies on luxury branding, 208 for studies on the consumer–brand relationship, and 203 for studies on brand love. No journal restrictions were established to identify articles on brand hate and second-hand consumption.

This chapter then describes the process followed to develop search keyword lists on five systematic literature review topics. Search keywords were searched in Scopus and EBSCO (Business Source Premier) databases to identify articles relevant to this research by using five pre-established inclusion criteria. After filtering with three exclusion criteria, 130 articles for luxury branding, 81 articles for consumer–brand relationship, 71 articles for brand love, 31 articles for brand hate, and 32 articles for second-hand consumption were confirmed as the final data source.

After that, this chapter explains the analytic approach used to analyse the systematic literature review data source in this research. Reasons for using the content analysis method to analyse identified articles were first explained, and the six-step procedure for content analysis followed to extract and analyse information from articles in the data source were then described in detail. Finally, actions to enhance the overall rigour and trustworthiness of systematic literature review findings were explained.

## CHAPTER 7 FINDINGS - SYSTEMATIC LITERATURE REVIEW

### 7.1 Introduction

After reviewing and analysing the chosen articles, this chapter presents the generated findings from the systematic literature review that correspond to fulfilling the research objectives. These findings are organised into four sections.

Section 7.2 explains the meanings of four forms of pre-owned luxury brands proposed by previous scholars when studying pre-owned luxury consumption. These findings can directly contribute to answering the first research question of this project and can help interpret and contrast the meanings of different forms of pre-owned luxury brands identified in the semi-structured interviews and netnography data.

Section 7.3 summarises the systematic literature findings on consumers' motivations for acquiring pre-owned luxury brands, new luxury brands, and general pre-owned items. A review of factors that influence pre-owned luxury consumption contributes directly to answering the second research question, whereas realising consumers' reasons to buy new luxury brands and three forms of pre-owned possessions help to interpret other motivating factors that emerged from analysis of the interview data.

Section 7.4 then reviews consumption patterns of pre-owned luxury brands identified from the literature, including consumers' buying habits and trading channels of pre-owned luxury brands.

Finally, Section 7.5 discusses findings identified from the literature on consumer-brand relationships. Two inherent attributes of all types of consumer-brand relationships are first reviewed. Then, brand love and brand hate, as two strong forms of consumer-brand relationships, are conceptualised. Thereafter, identified indicators of strong positive consumer-brand relationships are discussed with the aim of interpreting the relationship between consumers and their pre-owned luxury brands.

### 7.2 Existing forms of pre-owned luxury brands

Four existing forms of pre-owned luxury brands and their meanings were revealed from the analysis of data collected through systematic literature reviews: *second-hand luxury*, *vintage*

*luxury, luxury collectible, and pre-loved luxury brand.* These findings aim to fulfil Research Objective 2.1.

### 7.2.1 Second-hand luxury

Second-hand luxury was recognised as the most common type of pre-owned luxury branded items circulated on the secondary market (Kessous and Florence, 2019; Turunen et al., 2020). Scholars have explained the meaning of second-hand luxury brands mainly by addressing the various trading channels (Turunen et al., 2020), usage status (Turunen and Leskinen, 2015), price (Turunen et al., 2020), and implications (Cervellon et al., 2012). By regarding second-hand luxury as a term combining second-hand goods and a luxury brand, Turunen et al. (2020) adopted the definition of second-hand goods to explicitly describe second-hand luxury as luxury branded items that are sold on alternative secondary markets (Guiot and Roux, 2010).

The term second-hand luxury was also emphasised to refer only to pre-owned luxury products that have been used (Turunen et al., 2020). When emphasising the fact that second-hand luxury brands were used, scholars have not stipulated their age or the time limit of their use. Second-hand luxury can include either new or old, used luxury brand pieces (Turunen and Leskinen, 2015; Kessous and Florence, 2019).

Previous studies also found that second-hand luxury brands are usually less expensive than new items (Kessous and Florence, 2019). Noticing the used status and reuse purpose of acquiring second-hand luxury brands, consumers' price consciousness and frugality traits were found to predict their relevant consumption behaviours (Carrigan et al., 2013; Joung and Park, 2013). In most cases, since the fact that products have been used does not provide them any additionally desired features, their financial value will often be lower than that of new products, resulting in their greater relative cost performance than new versions (Cervellon et al., 2012; Sihvonen and Turunen, 2016). In that case, these second-hand luxury brands could attract price-sensitive consumers to purchase them to further extend their various functional utilities (Kessous and Florence, 2019; Lo et al., 2019), implicating their sustainable and thrifty nature (Cervellon et al., 2012).

The aspects of concern regarding second-hand luxury in the literature refer to the previously owned and used items characterised by higher cost performance compared to new luxury



products and often related to consumers' sustainable consumption behaviours (Turunen and Leskinen, 2015).

### 7.2.2 Vintage luxury

Vintage luxury was identified as the second type of pre-owned luxury from the analysis of systematic literature review data (Turunen et al., 2020). The terms vintage items and vintage luxury are often used interchangeably in studies on pre-owned luxury consumption (Turunen and Leskinen, 2015; Amatulli et al., 2018; Turunen et al., 2020). By referencing the meaning of vintage items in the literature (Cervellon et al., 2012), these studies were found to define vintage luxury by addressing its four main characteristics: authenticity and rarity, time span, value, and usage (Keim and Wagner, 2018; Kessous and Florence, 2019; Turunen et al., 2020). Authenticity and rarity, as features closely associated with vintage items, were widely applied to characterise vintage luxury (Amatulli et al., 2018). Vintage luxury was first regarded as referring only to brands that were produced originally by luxury brand houses with no dispute (Ryding et al., 2017), which means that they are not late-production knockoffs or vintage-style items or can be reproduced mechanically (Zampier et al., 2019).

Scholars also have explained that time span is a prominent criterion for judging whether a pre-owned luxury item is vintage luxury or not (Keim and Wagner, 2018). Referring to the definition of vintage (Cervellon et al., 2012), vintage luxury was first described as an old item of a particular era that has a real age (Blazquez Cano et al., 2018). Keim and Wagner (2018) further stated that a vintage luxury item should be more than 20 years old (Battle et al., 2018; Carey et al., 2018). Another loose criterion for judging vintage luxury is that goods need to be at least 10 years old (Turunen et al., 2020). Previous studies have not reached a consensus on the time-span standard of vintage luxury brands. These time-span criteria were also developed with reference to the definition of vintage, not from empirical research; therefore, they lack credibility.

Noting that vintage luxuries are rare and authentic items with a real age, previous scholars also emphasised their monetary and historical value when defining them (Ryding et al., 2017; Turunen et al., 2020). The monetary value of vintage luxury was considered high and can increase over time (Abi et al., 2017; Kessous and Florence, 2019), influenced by its age and condition, as these items can no longer be bought as brand-new products (Sihvonen and Turunen, 2016). In terms of historical value, Turunen and Leskinen (2015) stated that a vintage luxury brand needs to reflect the unique style design of a certain period in the past.

As a carrier of a past style, a vintage luxury brand is regarded as closely related to the concept of nostalgia (Amatulli et al., 2018), defined as a wishful desire to return to a past period (Cervellon et al., 2012). Therefore, it is valued for its history.

The identified fourth characteristic of vintage luxury relates to its usage. Content analysis revealed that whilst several existing studies defined vintage luxury as previously owned but not necessarily used items (Turunen and Leskinen, 2015; Keim and Wagner, 2018; Turunen et al., 2020), Abi et al. (2017) explained that vintage items, in some cases, can be particularly valued if they have been used before. A used vintage item is regarded as helping consumers stitch together past, present, and future times to avoid feelings of disruption when they are reminded of their eventual death (Abi et al., 2017). The history and previously used experience embedded in vintage items transform them into unique pieces rather than common pre-owned items. Given that there are two different emphases on the usage status of vintage, whether usage needs to be a criterion for defining vintage luxury must be determined in combination with the findings of the other two data-collection methods.

To summarise, vintage luxury was identified as pre-owned but not necessarily used authentic and old pieces (over 20 years) that represent a certain historical style with the characteristics of the era, and their high value depends on their scarcity and condition over time (Cassidy and Bennett, 2012; Abi et al., 2017).

### 7.2.3 Luxury collectible

Luxury collectible is identified as the third type of pre-owned luxury brand in the systematic literature reviews, but relevant studies defining luxury collectibles are scant. As the first study that proposes luxury collectible as a form of pre-loved luxury brand, Turunen and Leskinen (2015) define it as a pre-owned luxury brand that is acquired by new owners neither for its functional value as second-hand luxury nor for its historical value as vintage luxury but for claiming ownership, to gain intrinsic psychological value. Luxury collectible was considered to be a term that often implicates their owners' strong emotional connections with them (Turunen and Leskinen, 2015). Since Turunen and Leskinen (2015) originally coined the term luxury collectibles, subsequent studies have largely neglected to study it, resulting in its meaning remaining unclear.

To aid in the understanding of the term luxury collectible, definitions of collectible were also reviewed. The conceptualisation of collectibles in the literature was found mainly

according to consumers' collecting behaviours (Saridakis and Angelidou, 2018). Scholars described collecting as a concrete goal-striving process to positively, selectively, and passionately gather commodities that transcend the day-to-day purchase criteria and treat them as a different set of objects or experiences (Belk, 1998; Carey, 2008). Consumers' collecting behaviours were considered to be a repeating circle and are paradoxical in nature (Carey, 2008), which can be either rational and irrational and sometimes even deliberate (Spaid, 2018). The value of branded products available for collection also varies, ranging from low monetary value, such as matches and coins, to high monetary value, such as watches and antiques (Carey, 2008). While the functional value of collectibles is diminished in the process of being collected, their intangible value to owners is highlighted (Saridakis and Angelidou, 2018). To conclude, collectibles are usually non-utilitarian and can be formed as interrelated sets, which can be either old or new and used or unused (Belk, 1998).

Combining the descriptions of luxury collectible and collectible in the literature, luxury collectible can be summarised as a pre-owned luxury brand that is removed from its inherent utilitarian value and is distinguished from non-collectible luxury items by the additional intrinsic psychological value, rather than monetary value, attached by their owners (Turunen and Leskinen, 2015; Hansen and Zotte, 2019).

#### 7.2.4 Pre-loved luxury brand

The fourth identified form of pre-owned luxury brand from the analysis of systematic literature review data is pre-loved luxury brand. Pre-loved luxury brand was initially proposed as an umbrella term including three forms in Turunen and Leskinen's (2015) study, which are second-hand luxury, vintage luxury, and luxury collectible. However, the term pre-loved was rarely mentioned or defined in subsequent studies (Silva et al., 2022). In a recent study, the umbrella position of pre-loved luxury was replaced by second-hand luxury (Turunen et al., 2020). The term second-hand luxury in that study was used to refer to all luxury brands acquired from the secondary market, including vintage luxury, and was inconsistently regarded as a parallel term to vintage luxury (Turunen et al., 2020). To illustrate, second-hand luxury was first defined as referring only to used items to distinguish it from vintage luxury, and then as an umbrella term to include vintage luxury that may not have been used. The evasive use of the term pre-loved proposed in their previous studies (Turunen and Leskinen, 2015), and the inconsistent definition of second-hand luxury indicate that scholars still lack understanding of the forms and meanings of the luxury brands that circulate in the secondary market.

In summary, the characteristics and connotation of four identified forms of pre-owned luxury brands from the analysis of literature review data are organised in Table 7.1.

**Table 7.1 Summary of existing forms of pre-owned luxury brands**

<b>Forms</b>	<b>Characteristics</b>	<b>Implied value</b>
<b>Second-hand luxury</b>	(1) <b>Used</b> (Turunen and Leskinen, 2015; Turunen et al., 2020); (2) <b>Either new or old</b> (Turunen and Leskinen, 2015; Turunen et al., 2020); (3) <b>Lower price than new</b> (Kessous and Florence, 2019).	(1) <b>Functional value</b> (Kessous and Florence, 2019; Lo et al., 2019), (2) <b>Frugality</b> (Carrigan et al., 2013; Joung and Park, 2013); (3) <b>Sustainable consumption</b> (Cervellon et al., 2012).
<b>Vintage luxury</b>	(1) <b>Authenticity</b> (Turunen and Leskinen, 2015; Ryding et al., 2017; Amatulli et al., 2018; Zampier et al., 2019); (2) <b>Rarity</b> (Ryding et al., 2017); (3) <b>Over 20 years (or at least 10)</b> (Battle et al., 2018; Carey et al., 2018; Turunen et al., 2020); (4) <b>Not necessarily used</b> (Turunen and Leskinen, 2015; Keim and Wagner, 2018; Turunen et al., 2020), (5) <b>Represent past style</b> (Cervellon et al., 2012; Blazquez Cano et al., 2018).	(1) <b>Monetary value</b> (Abi et al., 2017; Kessous and Florence, 2019); (2) <b>Historical value</b> (Turunen and Leskinen, 2015; Amatulli et al., 2018)
<b>Luxury collectible</b>	(1) <b>Ownership</b> (Carey, 2008; Turunen and Leskinen, 2015); (2) <b>Not necessarily used</b> (Belk, 1998; Turunen and Leskinen; 2015).	(1) <b>Not for functionality</b> (Saridakis and Angelidou, 2018); (2) <b>Intrinsic psychological value</b> (Turunen and Leskinen, 2015); (3) <b>Emotional connection</b> (Turunen and Leskinen, 2015; Hansen and Zotte, 2019).
<b>Pre-loved luxury brand</b>	(1) <b>Owned before</b> (Turunen and Leskinen, 2015; Turunen et al., 2020).	(1) <b>Umbrella term</b> , including second-hand luxury, vintage luxury, and luxury collectible (Turunen and Leskinen, 2015).

### 7.3 Consumers' reasons for acquiring luxury brands and pre-owned items

This section presents findings related to Research Objective 2.2. Factors influencing pre-owned luxury consumption are first presented and explained because they directly fulfil the research objective. Consumers' identified reasons for buying new luxury brands and various forms of pre-owned possessions are then reviewed to help interpret factors that influence pre-owned luxury consumption that were discovered through the two other data collection methods.

#### 7.3.1 Factors influencing the acquisition of pre-owned luxury brands

Twenty influential factors of pre-owned luxury consumption were revealed in the systematic literature review. These motivations were further grouped into eight themes of motivating factors – economic concern, critical concern, social value concern, brand-related concern, individual consumption experiential value concern, sentimental value concern, self-

identification concern, and functionality concern – and one theme of hindering factors (Table 7.2). Each of them is discussed in this section.

**Table 7.2 Factors influencing the acquisition of pre-owned luxury brands**

Themes	Sub-themes	Identified influential factors	Articles
<b>Economic concern</b>	<b>Budgeting concern</b>	Real deal (Bargain hunting) Affordability	Turunen and Leskinen, 2015; Fox, 2018; Cervellon and Vigreux, 2018; Rudawska et al., 2018 Amatulli et al., 2018
	<b>Value appreciation concern</b>	Financial investment Windfall	Amatulli et al., 2018; Fox, 2018; Henninger et al., 2018 Kessous and Florence, 2019
<b>Critical concern</b>	<b>Ethical consumption</b>	Ecological consciousness	Turunen and Leskinen, 2015; Amatulli et al., 2018; Keim and Wagner, 2018; Cervellon and Vigreux, 2018; Kessous and Florence, 2019; Rudawska et al., 2018
<b>Social value concern</b>	<b>Uniqueness</b>	Need for uniqueness	Turunen and Leskinen, 2015; Keim and Wagner, 2018; Amatulli et al., 2018; Cervellon and Vigreux, 2018; Carey et al., 2018
	<b>Conspicuous value</b>	Impressing others	Ward et al., 2015; Amatulli et al., 2018
	<b>Social identity value</b>	Status seeking	Keim and Wagner, 2018; Carey et al., 2018; Kessous and Florence, 2019
		Social acceptance Fashion involvement	Amatulli et al., 2018; Henninger et al., 2018 Keim and Wagner, 2018; Rudawska et al., 2018; Robinson and Dale, 2018
<b>Brand-related concern</b>	<b>Brand relationship development</b>	Brand loyalty	Carey et al., 2018; Miller and Brannon, 2022
	<b>Brand as product-attributes aspect</b>	Historical value (Iconic design)	Amatulli et al., 2018; Blazquez Cano et al., 2018; Kessous and Florence, 2019
<b>Individual consumption experiential value concern</b>	<b>Purchasing experience</b>	Treasure hunting	Turunen and Leskinen, 2015; Amatulli et al., 2018; Cervellon and Vigreux, 2018; Fox, 2018; Rudawska et al., 2018; Kessous and Florence, 2019
<b>Sentimental value concern</b>	<b>Nostalgia</b>	Nostalgic pleasure	Fox, 2018; Keim and Wagner, 2018; Rudawska et al., 2018; Kessous and Florence, 2019
	<b>Historical connection</b>	Emotional bond with past	Amatulli et al., 2018; Fox, 2018; Cervellon and Vigreux, 2018
		Pre-loved treasure	Turunen and Leskinen, 2015
<b>Self-identification concern</b>	<b>Self-esteem</b>	Self-confidence	Amatulli and Guido, 2011; Amatulli et al., 2018; Fox, 2018
	<b>Self-image enhancement</b>	Being luxury onnoisseur	Amatulli and Guido, 2011; Amatulli et al., 2018; Fox, 2018
<b>Functionality concern</b>	<b>Perceived high quality</b>	Timelessness	Amatulli et al., 2018; Rudawska et al., 2018
<b>Hindering factors</b>	<b>Authenticity risk</b>	Risk investment	Turunen and Leskinen, 2015

### 7.3.1.1 Economic concern

The first identified theme of motivators of pre-owned luxury consumption relates to consumers' concern for the economic value they can gain from these items. Motivating factors in this theme were further categorised as two sub-themes, which are budgeting concern and value appreciation concern.

### *Budgeting concern*

As a factor that reflects consumers' budgeting concern, a real deal was identified as motivating their acquisitions of pre-owned luxury brands (Rudawska et al., 2018). The term real deal, also known as bargain hunting (Fox, 2018), describes consumers' activities to look for items that offer good value for the money, usually because they are being sold at prices lower than usual (Guiot and Roux, 2010). Turunen and Leskinen (2015) revealed that some consumers often used real deal to describe what their pre-owned luxury brands mean to them. When making decisions to purchase pre-owned luxury brands, these consumers tend to rationally evaluate the monetary or exchange value of these items based on their condition and quality to maximise the economic value of their money. This may be because these consumers do not consider themselves to be the end users of these items, and they hope to retrieve the money they spent on these items when they resell them on the secondary market. Similarly, Cervellon and Vigreux (2018) also found that consumers who purchase vintage luxury are seeking products of superior quality at reasonable prices.

Affordability is found to be another budget-related factor that motivates consumers' acquisitions of pre-owned luxury brands (Amatulli et al., 2018). Affordability refers to individuals' pursuit of a product or service that is within their budget (Guiot and Roux, 2010). With a focus on vintage luxury brand consumption, Amatulli et al. (2018) found that the term affordable luxury was mentioned by nearly half of their respondents. The growing accessibility of the internet allows consumers to identify vintage luxury items that not only were crafted in the past with high quality but also are more affordable than new ones. Nevertheless, since the term vintage luxury was often characterised by high quality and premium price both in previous studies (Zampier et al., 2019) and in interview findings, these characteristics seem to be irrelevant to consumers' affordability concern (Cervellon et al., 2012). Also, Amatulli et al. (2018) did not distinguish vintage luxury from other forms of pre-owned luxury brands when studying it. Regarding vintage luxury as a general concept to study its consumption motivation will undermine the practical value of these research findings, as these findings cannot help to understand whether affordability is an antecedent of consuming real vintage luxury items or other potential forms of pre-owned luxury brands.

### *Value appreciation concern*

Consumers' value appreciation concern was also revealed as a sub-theme of economic value-related motivating factors of pre-owned luxury consumption (Fox, 2018). Firstly, the idea of

financial investment was found to motivate consumers' pre-owned luxury consumption behaviours (Spaid, 2008). Financial investment motivation in a marketing context refers to a consumer's incentive to seek financial benefits by possessing specific products (Henninger et al., 2018). Amatulli et al. (2018) found that 13% of respondents in their qualitative studies admitted purchasing vintage luxury as a financial investment that will pay off in the future. However, the motivator of financial investment in their study can be considered broad and ambiguous to some extent, as it may include various forms of investments, such as long-term or short-term. Different forms of investments may imply consumers' different purchasing motives regarding pre-owned luxury brands.

The other motivating factor that relates to consumers' value appreciation concern is windfall. Windfall was proposed as a motivating factor by Kessous and Florence (2019) to illustrate the role that consumers' desire to receive unexpected money plays in driving their acquisitions of pre-owned luxury brands. Kessous and Florence (2019) revealed that due to the volatility and non-uniformity of the price of pre-owned luxury brands, consumers hope to find and buy undervalued second-hand luxury treasures in the second-hand market as investments in pursuit of a fortune.

#### 7.3.1.2 Critical concern

Critical concern was identified as the second theme of motivators of pre-owned luxury consumption (Rudawska et al., 2018). Critical concern refers to consumers' desire and efforts to realise social justice in their minds, such as environmental protection and ethical consumption (Guiot and Roux, 2010). One sub-theme of factors that reflect consumers' critical concern is ethical consumption.

##### *Ethical consumption*

As a factor related to ethical consumption, ecological consciousness is identified as driving consumers' consumption of pre-owned luxury brands. Ecological consciousness refers to consumers' attitudes towards recycling and sustainable consumption (Keim and Wagner, 2018). Consumers who claim their ecological consciousness for environmental sustainability were found to frequently purchase vintage luxury to actualise their wishes to avoid wasting (Cervellon and Vigreux, 2018; Rudawska et al., 2018). By purchasing pre-owned luxury brands made of precious and durable materials, consumers find this can not only meet their personal hedonic needs but also prevent the damage to the environment

caused by new production and manifest their stance against overconsumption (Turunen and Leskinen, 2015). Different from the interview findings, scholars identified only one sub-theme of motivating factors related to critical concern. The other two sub-themes found from the interviews require further verification to advance existing knowledge.

#### 7.3.1.3 Social value concern

The third theme relates to consumers' social value concern, which refers to the extent to which owning a product or engaging in a service allows the consumer to connect with others (Lee et al., 2018b). Three sub-themes of motivations that reflect consumers' social value concern are uniqueness, conspicuous value, and social identity value.

##### *Uniqueness*

Need for uniqueness was widely recognised in the literature review as a motivator of pre-owned luxury consumption (Carey et al., 2018; Cervellon and Vigneux, 2018). Consumers' need for uniqueness refers to their incentive to pursue differences with others by acquiring or using products to enhance their individuality (Hristova, 2019; Padmavathy et al., 2019). Studies by Keim and Wagner (2018) and Cervellon and Vigneux (2018) identified that a consumer's need for uniqueness can motivate their consumption of vintage luxury. The stylish design and scarcity of vintage luxury brands were found to enhance consumers' perceived feelings that they are separate from the masses (Carey et al., 2018), since these items are usually not available in new luxury brand stores, thus satisfying their desire to be admired (Cervellon et al., 2012).

##### *Conspicuous value*

The second sub-theme of motivations is conspicuous value, and one motivator found in this sub-theme is known as impressing others. Amatulli et al. (2018) found that consumers acquire vintage luxury brands not only to differentiate themselves from others but also to consume them in an attractive way to capture others' attention. Since vintage luxury brands are often characterised by scarcity and high price, these features can make them even more exclusive than new luxury brands (Ward et al., 2015). Referring to Veblen's theory of leisure class (1899), these exclusive and prestige-priced vintage luxury brands can enable their owners to signal others that they are free from financial constraints and enjoy a life of leisure and privilege (Gutsatz and Heine, 2018).



### *Social identity value*

The third identified sub-theme of motivations is social identity value. Three motivating factors that belong to this sub-theme are status seeking, social acceptance, and fashion involvement (Keim and Wagner, 2018; Carey et al., 2018). Firstly, consumers were found to acquire pre-owned luxury brands to improve and symbolise their social standing to significant others (Carey et al., 2018), namely, status seeking. Since luxury brands have been demonstrated to enhance their possessor's prestige (Han et al., 2010), pre-owned luxury brands are an alternative way for consumers who cannot afford new luxury brands to improve their social status (Keim and Wagner, 2018). The inherent reputation intrinsic in the image of pre-owned luxury brands was found to help communicate their owners' desired social status (Kessous and Florence, 2019). However, as a motivation, the meaning of status-seeking is not clear enough, because it does not specify what aspects of status these consumers expect to gain from pre-owned luxury consumption.

A more specific motivation identified that related to social identity value is to gain social acceptance (Henninger et al., 2018). Amatulli et al. (2018) found that social acceptance as a motivating factor of vintage luxury brand consumption was mentioned most frequently by respondents. It was found that a group of consumers believe that buying certain types of vintage luxury brands can make them accepted by their desired social groups as in-group members (Kessous and Florence, 2019).

Another social identity value-related motivation is fashion involvement (Robinson and Dale, 2018). The term fashion involvement refers to consumers' desire to be perceived as having fashion know-how and being on-trend (Rudawska et al., 2018). Keim and Wagner (2018) found that consumers' acquisitions of pre-owned luxury brands are motivated by their wish to be regarded as having a greater awareness of fashion than their peers. Since vintage luxury brands usually feature classic designs and obvious characteristics of their times, consumers who pursue fashion involvement tend to believe that these inherent cultural values cannot be conveyed by today's new luxury brands, thus motivating them to make purchases that demonstrate their understanding of the heritage of these luxury brands.

#### 7.3.1.4 Brand-related concern

Brand-related concern was identified as the fourth theme of motivating factors of pre-owned luxury consumption. Motivations under this theme are further divided into two sub-themes,

brand relationship development and brand as product - attributes.

#### *Brand relationship development*

The motivating factor found to be associated with consumers' intention to develop positive relationships with their desired luxury brands is brand loyalty. Brand loyalty is defined as consumers' deeply held commitment to consistently purchase their preferred brands in the future (Swaminathan et al., 2020). Strong commitment to a brand is regarded as an indicator of a positive consumer-brand relationship (Fournier, 1998; Carey et al., 2018). Miller and Brannon (2022) revealed the positive influence of consumers' brand loyalty in shaping their preferences for certain luxury brand pre-owned cars. The possible reason is that consumers believe the luxury brands to which they have committed for a long time are more worthy of their trust, so they do not hesitate to pay high prices to buy vintage cars of these brands and further maintain their relationship with these brands.

#### *Brand as product – attribute aspect*

As the second sub-theme of brand-related motivations, a brand product attribute refers to the inherent features or characteristics of pre-owned luxury brands. Scholars discovered that consumers' perceived historical value of pre-owned luxury brands drive their purchase of these brands (Kessous and Florence, 2019). The high historical value of pre-owned luxury brands is reflected in the representation of recognisable styles from certain eras or the iconic work of famous designers (Blazquez Cano et al., 2018), thereby attracting consumers who are interested in the history of these brands (Amatulli et al., 2018). It is worth noting that the term historical value used in research by Amatulli et al. (2018) does not accurately reflect the consumer motivation they seek to explain, while the term iconic design seems to be more appropriate to capture the essence of that motivation.

#### 7.3.1.5 Individual consumption experiential value concern

Consumers' concern about their individual consumption experiential value were identified as the fifth theme of motivations, all of which were found to be related to consumers' purchasing experiences with pre-owned luxury brands.

### *Purchasing experience*

Treasure hunting was found to be related to consumers' purchasing experience of pre-owned luxury brands (Cervellon and Vigreux, 2018; Fox, 2018). Treasure hunting can be defined as the pursuit of thrilled feelings and excitement during the purchase of pre-owned luxury brands (Saridakis and Angelidou, 2018). Turunen and Leskinen (2015) used the theme unique find to describe consumers' behaviours to hunt and possess their desired pre-loved luxury brands on the secondary market. It was found that an unexpected encounter with a desired pre-owned luxury brand can generate consumer's feelings of enjoyment or relaxation. Rudawska et al. (2018) further revealed that consumers even enjoy the time spent searching in luxury vintage shops. Although each trip may not be successful, the consumers admitted that these experiences can still bring them happiness.

#### 7.3.1.6 Sentimental value concern

The sixth identified theme of motivations is related to consumers' desire to gain sentimental or emotional value from acquiring pre-owned luxury brands. Two sub-themes of sentimental value were revealed: nostalgia and historical connection.

#### *Nostalgia*

One motivating factor of pre-owned luxury consumption that relates to consumers' desire for nostalgia is nostalgic pleasure (Fox, 2018). Nostalgic pleasure refers to a consumer's desire to return to the past and gain emotional and pleasurable memories (Kessous and Florence, 2019; Padmavathy et al., 2019). Rather than seeking economic exchange benefits, consumers who desire to experience bygone periods preferred to acquire authentic and unique vintage luxury brands to help them evoke and recollect their past memories (Abi et al., 2017; Rudawska et al., 2018). Keim and Wagner (2018) explained that nostalgia could be considered the inherent characteristic of luxury fashion vintage, as their prior lives are the emblem of the characteristics of luxury from a certain period of the past.

#### *Historical connection*

The second identified sub-theme is historical connection. Two motivations found to belong to this sub-theme are an emotional bond with the past and pre-loved treasure. Cervellon and Vigreux (2018) revealed that the past reminder attributes of vintage luxury brands can attract

consumers who want to perceive an emotional bond with the past by acquiring them. As vintage luxury brands have lived a life before being reacquired by their new owners, consumers were found to be interested in exploring and imagining the history and stories that accompany a luxury item (Fox, 2018). Similarly, Turunen and Leskinen (2015) used the term pre-loved treasure to describe the distinctive historical value of each pre-owned luxury brand in motivating consumers to acquire these items and build a personal relationship with them. This type of personal relationship is also interpreted to be created based on consumers' subjective imagination of the unique experiences behind these pre-owned luxury brands. It is noteworthy that although two types of motivations were identified, their meanings overlap, and both are related to the consumer's history-directed imagination.

#### 7.3.1.7 Self-identification concern

The seventh identified theme of consumers' motivations is related to their self-identification concern, including two aspects of concern: self-esteem and self-image enhancement.

##### *Self-esteem*

Gaining self-confidence was identified in the literature as a motivation related to consumers' concern for self-esteem. Self-esteem refers to a consumer's subjective evaluation of their personal value, generating a feeling of self-worth (Tuskej et al., 2013). Amatulli and Guido (2011) revealed that consumers see their consumption of vintage luxury brands as a means of enhancing their self-confidence. Respondents disclosed that they not only gain joy by owning and enjoying their vintage luxury brands but also self-affirm their abilities to overcome difficulties encountered during the search and purchase process, thereby enhancing their self-confidence (Spaid, 2018). Although gaining self-confidence was identified as an antecedent of acquiring vintage luxury, it is worth investigating other aspects of self-esteem value that consumers perceive from pre-owned luxury consumption.

##### *Self-image enhancement*

The second sub-theme of motivations generated from the literature review is self-image enhancement (Fox, 2018). One motivating factor that has been studied is that of being a luxury connoisseur. Amatuli et al. (2018) found that a group of consumers frequently buy vintage luxury brands to build their self-image as luxury connoisseurs. A possible reason is that the inherent luxury brand reputation, sophisticated style, and historical value of vintage

luxury brands require higher professional knowledge than new luxuries, which leads consumers to believe that purchasing these items can designate them as experts in luxury brands (Amatulli and Guido, 2011).

#### 7.3.1.8 Functionality concern

The eighth theme of motivating factors of pre-owned luxury consumption is related to consumers' functionality concern, and perceived high quality was revealed from the literature review to be one aspect of this concern.

##### *Perceived high quality*

Timelessness is one aspect of perceived quality that has been proved to motivate consumers to acquire pre-owned luxury brands. In a study by Amatulli et al. (2018), the authors state that timeless pre-owned luxury brands often have good quality, because they were built to last. Amatulli et al. (2018) revealed that nearly half of their respondents considered vintage luxury brands to be of higher quality and durability than new luxury brands. These respondents explain that since vintage luxury brands were often made of premium materials and with exquisite craftsmanship, they were not produced for the pursuit of trendy fashion but for long-lasting preservation and inheritance. These factors motivated their purchase desires. However, the use of the term timelessness to describe the high durability of pre-owned luxury brands may not be accurate (Rudawska et al., 2018), because timelessness could easily make audiences associate with the timeless style of pre-owned luxuries, and durability can imply consumers' different motivations.

#### 7.3.1.9 Hindering factor

The last theme involves the factors that can undermine consumers' willingness to acquire pre-owned luxury brands, known as hindering factors. One sub-theme was identified, which relates to consumers' perceptions of authenticity risks when acquiring pre-owned luxury brands.

##### *Authenticity risk*

The literature review revealed that some consumers regard purchases of pre-owned luxury brands as risky investments. In Turunen and Leskinen's study (2015), this term refers to the

risk of buying a fake when purchasing a pre-owned luxury brand. Luxury brand counterfeit markets are flourishing, which can raise doubts among consumers about the authenticity of pre-owned luxury brands they come across (Wilcox et al., 2009; Turunen and Laaksonen, 2011). Respondents in Turunen and Leskinen's study (2015) explained that buying counterfeit luxury brands not only caused them financial loss but also negatively affected their personal reputations. As a result, concerns about these risks make them hesitant to buy pre-owned luxury brands. However, the literature did not identify other factors revealed in the interviews that can hinder consumers' pre-owned luxury consumption behaviours, so this subject needs further exploration via netnography.

### 7.3.2 Factors influencing the acquisition of luxury brands

By analysing the luxury branding literature, nine themes covering factors motivating consumers' acquisitions of new luxury brands were identified from 59 articles; these themes include 25 sub-categories (see Table 7.3). Among these themes, consumers' social value concern, self-identification concern, brand-related concern, consumption experiential value concern, functional value concern, and their different profiles have received the most research attention. The 25 sub-categories were further ranked according to the number of articles in which they were studied (see Table 7.3). It appears that the top 10 sub-categories of motivation also belong to the six most-researched themes. These 10 sub-categories of motivations along with themes to which they belong are discussed.

**Table 7.3 Motivating factors of new luxury brand consumption in the literature**

Theme	Sub-category	Motivations	NO. of articles
<b>Social value concern</b>	<b>Social identity</b>	Social recognition (Park et al., 2008); Other-directed symbolic/expressive value (Shukla and Purani, 2012); Social perception of luxury brands (Hennigs et al., 2013); Social-adjustive function (Schade et al., 2016); Value-expressive function (Schade et al., 2016); Face-saving (Monkhouse et al., 2012; Liang et al., 2017; Zhang et al., 2021); Expressive motives (Hudders, 2012); Brand prestige (Wiedmann et al., 2009; Esmailpour, 2015; Kapferer and Florence, 2018); Public self-consciousness (Roux et al., 2017); Social luxury value (Hennigs et al., 2015; Jiang and Shan, 2018; Jain and Mishra, 2018; Loureiro and Araujo, 2014); Status value (Shukla, 2012; Chan et al., 2015; Roux et al., 2017; Ajitha and Sivakumar, 2017; Liang et al., 2017; Makkar and Yap, 2018); Perceived social value (Lee et al., 2018b; Roy et al., 2018);	<b>25</b>
	<b>Bandwagon</b>	Informational interpersonal influence (Shukla, 2011); Other-directed symbolism (Shukla, et al., 2015); Social comparison (Zhang and Kim, 2013; Farrag, 2017);	4
	<b>Social contact</b>	Mate guarding (Wang and Griskevicius, 2014); Brand tribalism (Esmailpour, 2015); Group orientation (Monkhouse et al., 2012)	3
	<b>Uniqueness</b>	Need for uniqueness (Park et al., 2008; Wiedmann et al., 2009; Shukla, 2012; Sauer and Teichmann, 2013; Jain and Mishra, 2018; Bian and Forsythe, 2012; Chan et al., 2015; Liang et al., 2017; Roux et al., 2017); Perceived unique value (Vigneron and Johnson, 1999; Amaldoss and Jain, 2005; Lee et al., 2018b).	<b>12</b>
	<b>Conspicuous value</b>	Social attractiveness (Lee and Watkins, 2016); Physical attractiveness (Lee and Watkins, 2016); Conspicuousness (Wiedmann et al., 2009; Shukla, 2012; Nwankwo et al., 2014 Ajitha and Sivakumar, 2017; Liang et al., 2017; Jain and Mishra, 2018); Perceived conspicuous value (Ko et al., 2017; Lee et al., 2018b).	<b>9</b>
	<b>Social climbing</b>	Social influence (Hung et al., 2011).	1
	<b>Conformity</b>	Normative interpersonal influence (Shukla, 2011); Family members influence (Eastman et al., 2020) Conformity value (Park et al., 2008); Subjective norm (Loureiro and Araujo, 2014); Behavioural control (Loureiro and Araujo, 2014); Emotional dissonance (Rolling et al., 2021)	6
<b>Self-identification concern</b>	<b>Self-congruity</b>	Self-directed symbolic/expressive value (Hung et al., 2011; Shukla and Purani, 2012; Loureiro and Araujo, 2014); Attitude homophily (Lee and Watkins, 2016); Brand Personality Congruity (Liu et al., 2012; Esmailpour, 2015); Brand User Imagery Congruity (Liu et al., 2012; Esmailpour, 2015; Lee and Watkins, 2016; Song and Kim, 2020); Brand Usage Imagery Congruity (Song and Kim, 2020; Liu et al., 2012); Self-identity (Wiedmann et al., 2009; Ajitha and Sivakumar, 2017; Jiang and Shan, 2018; Aagerup, 2018).	<b>15</b>
	<b>Desired self-image</b>	Impressive motives (Hudders, 2012); Self-directed symbolism (Shukla, et al., 2015; Liang et al., 2017); Self-expression attitude (Bian and Forsythe, 2012); Self-presentation attitude (Bian and Forsythe, 2012; Chen et al., 2021).	6
	<b>Vanity</b>	Vanity value (Park et al., 2008; Liang et al., 2017); Physical vanity (Hung et al., 2011); Achievement vanity (Hung et al., 2011).	4

Theme	Sub-category	Motivations	NO. of articles
	<b>Self-affirmation</b>	Self-gift (Loureiro and Araujo, 2014)	1
<b>Brand-related concern</b>	<b>Brand awareness</b>	Fashion equity (Jung et al., 2014); Brand consciousness (Zhang and Kim, 2013; Farrag, 2017; Sharda and Bhat, 2018); Perceived popularity (Jung et al., 2014; Chang et al., 2016); Brand desirability (Kluge and Fassnacht, 2015); Brand image (Shukla, 2011; An et al., 2020);	9
	<b>Brand as product - attributes aspect</b>	Technological advancement (Jung et al., 2014); Perceived innovativeness (Chang et al., 2016); Brand exclusivity (Sauer and Teichmann, 2013); Perceived scarcity (Kluge and Fassnacht, 2015). Fashion involvement (Zhang and Kim, 2013; Farrag, 2017); Fashion style (Li et al., 2012); Fashion innovativeness (Zhang and Kim, 2013).	8
	<b>Brand channel experience</b>	Transaction convenience (Kluge and Fassnacht, 2015).	1
<b>Individual consumption experiential value concern</b>	<b>Consumption of the experience</b>	Hedonic value/self-direct pleasure (Wiedmann et al., 2009; Shukla, 2012; Shukla and Purani, 2012; Loureiro and Araujo, 2014; Schade et al., 2016; Ajitha and Sivakumar, 2017; Liang et al., 2017; Jiang and Shan, 2018; Jain and Mishra, 2018); Experiential needs (Farrag, 2017); Experiential value (Hung et al., 2011; Shukla et al., 2015; S et al., 2016)	13
	<b>Past experience</b>	Purchasing frequency (Park et al., 2008); Past buying experience (Loureiro and Araujo, 2014); Purchasing experience (Li et al., 2012).	3
<b>Functionality concern</b>	<b>Perceived quality</b>	Perceived excellence (Kapferer and Florence, 2018); Perceived brand value (Li et al., 2012); Perceived quality (Jung et al., 2014; Esmaeilpour, 2015; Jain and Mishra, 2018; Sun et al., 2021)	8
	<b>Functional performance</b>	Usability value (Wiedmann et al., 2009; Schade et al., 2016); Functional value (Hung et al., 2011; Shukla and Purani, 2012; Hennigs et al., 2013; Hennigs et al., 2015; Jiang and Shan, 2018; Shukla, et al., 2015).	8
<b>Individual difference</b>	<b>Consumption concept</b>	Materialism (Park et al., 2008; Wiedmann et al., 2009; Hudders, 2012; Shukla, 2012; Wiedmann et al., 2012; Zhang and Kim, 2013; Loureiro and Araujo, 2014; Chan et al., 2015; Ajitha and Sivakumar, 2017; Sharda and Bhat, 2018)	8
	<b>Originality preference</b>	Consumer ethnocentrism (Park et al., 2008; Bartikowski et al., 2021); Brand origin (Shukla, 2011).	3
	<b>Individual traits</b>	Age (Park et al., 2008; Schade et al., 2016; Jiang and Shan, 2018); Gender (Hudders, 2012; Sauer and Teichmann, 2013; Jain and Mishra, 2018); Need for learning personality (Barrera and Ponce, 2021); Competitiveness personality (Barrera and Ponce, 2021); Pocket money (Park et al., 2008).	10
<b>Consumer-brand relationship</b>	<b>Positive emotion</b>	Emotional bond (Eastman et al., 2020) Attitude (Bian and Forsythe, 2012; Loureiro and Araujo, 2014); Affective response (Chan et al., 2015).	4
<b>Economic value concern</b>	<b>Prestige pricing</b>	High price (Wiedmann et al., 2011; Lee et al., 2015); Perceived financial value (Hennigs et al., 2013; Hennigs et al., 2015; Chang et al., 2016)	5
<b>Sentimental value concern</b>	<b>Historical connection</b>	Cultural assets (Jung et al., 2014); Life enrichment (Loureiro and Araujo, 2014).	2



### 7.3.2.1 Social value concern

Motivations related to consumers' social value concern regarding the purchase of new luxury brands were studied most frequently in the literature. One prominent type of social value desired by consumers is social identity value (Schade et al., 2016; Kapferer and Florence, 2018). For example, consumers stated that their acquisitions of luxury brands are related to their social positions (Roux et al., 2017), having a positive social identity (Esmailpour, 2015), and maintaining their public dignity and standing, which is known as face-saving (Zhang et al., 2021). Drawing on social identity theory and social comparison theory, when individuals identify the dissimilarities between themselves and their current groups and admired groups, the influence of social referencing drives them to follow the standard dictated by a reference group to facilitate their progress towards constructing their social identity as an in-group member (Hudders, 2012; Makkar and Yap, 2018). Noticing the social-adjustive function of luxury brands, consumers tend to acquire luxury brands to meet the expectation of their desired group and to become a member of it (Schade et al., 2016).

Another sub-category of social value that drives consumers to acquire luxury brands is their desired conspicuous value (Lee et al., 2018b). Consumers who would like to be socially or physically attractive were found to prefer new luxury brands for their conspicuousness (Liang et al., 2017). Consuming luxury brands in a highly visible way not only can increase the susceptibility of these consumers to incur the concerns of their target social groups (Wiedmann et al., 2009) but also can help them transmit wealthy signals to the outside world, allowing others to infer their social status and prestige (Ko et al., 2017).

Consumers were also found to acquire new luxury brands to satisfy their needs for uniqueness (Chan et al., 2015; Liang et al., 2017). Referring to the theory of uniqueness, the need for uniqueness among this group of consumers stems from their social environment with too many similarities, prompting them to consume luxury brands (Sauer and Teichmann, 2013; Kluge and Fassnacht, 2015) and avoid brands that are mass-consumed (Vigneron and Johnson, 1999). For instance, Amaldoss and Jain (2005) demonstrated that when luxury brand prices rise to the point of reducing the number of followers, snobby consumers are willing to overpay.

### 7.3.2.2 Self-identification concern

Self-identification concern was also identified as a prominent theme of motivating factors.

As a sub-category of self-identification concern, the role of consumers' self-congruity desire in driving them to purchase luxury brand items was studied most frequently (Ajitha and Sivakumar, 2017; Jiang and Shan, 2018). Self-congruity is defined as the match between a brand image and an individual's self-concept (Sirgy and Su, 2000), whereas self-concept refers to the "totality of the individuals' thoughts and feelings having reference to themselves as objects" (Rosenberg, 1981). Referring to the self-congruity theory, consumers were found to attach their own psychological meanings to luxury brands and to purchase luxury brands that appeal to their self-concepts, known as self-directed expressive value (Liu et al., 2012; Shukla and Purani, 2012). With a further focus on exploring the aspects of a luxury brand with which consumers tend to associate themselves, consumers' acquisitions of luxury brands were found to be driven by their perceived congruity with brand personality (Esmailpour, 2015), brand user image (Song and Kim, 2020), and brand usage image (Liu et al., 2012). Furthermore, other research streams explained that consumers' acquisitions of luxury brands are also motivated by their desire to improve their self-image to impress others (Bian and Forsythe, 2012) and their pursuit of vanity value (Hung et al., 2011).

#### 7.3.2.3 Brand-related concern

Brand awareness and luxury product attributes, as two sub-categories of motivating factors related to consumers' desired brand experiential value, were widely studied. Brand awareness refers to the extent to which a branded product is recognised by its target audience (Chang et al., 2016). Scholars have found that consumers tend to buy luxury brands that are advertised the most (Farrag, 2017), are sold in high demand (Sharda and Bhat, 2018), are considered popular (Jung et al., 2014), and are characterised by high fashion equity (Jung et al., 2014). Luxury brands with a strong brand identity that can consistently deliver value tend to be more easily recognised by consumers and can help them gain long-term confidence, resulting in their willingness to acquire them (Farrag, 2017). With a focus on identifying which product attributes can enhance consumers' perceived brand experiential value, previous studies have examined the motivating roles of the perceived innovativeness of luxury products (Zhang and Kim, 2013; Chang et al., 2016) such as technological advancement (Jung et al., 2014), the perceived scarcity and exclusivity of luxury brand products (Sauer and Teichmann, 2013; Kluge and Fassnacht, 2015), and the fashion involvement level of the product (Li et al., 2012; Zhang and Kim, 2013). To gain a strong brand identity, Jung et al. (2014) also found that luxury brands need to possess controlled quality, a high level of creativity, and a stable premium price.

#### 7.3.2.4 Individual consumption experiential value concern

Consumers' concerns about their individual consumption experiences were also found to be factors motivating luxury brand consumption (Park et al., 2008; Li et al., 2012). Prior studies mainly explored two sub-categories of motivating factors related to buyers' consumption experiential value concern, including consumption of the experience and past experience. Antecedents related to consumption of the experience received the most research attention (Liang et al., 2017; Jiang and Shan, 2018; Jain and Mishra, 2018). Consumers' acquisitions of luxury brands were found to be motivated by their desire to gain direct hedonic sensory pleasure when consuming luxury brands (Shukla and Purani, 2012; Loureiro and Araujo, 2014). Referring to the theory of impression management and the consumer culture theory, S et al. (2016) explained that the inherent characteristics of a luxury brand – such as packaging, price, and other self-expanding resources – tend to evoke individuals' desire to incorporate the brand into the construction of their hedonic feelings (S et al., 2016).

#### 7.3.2.5 Functionality concern

The literature review also found that consumers' functionality concern drives them to acquire luxury brands. Two types of functional value of luxury brands, perceived quality and utilitarian performance, were studied. Perceived quality refers to the reliability and durability of luxury brands. Kapferer and Florence (2018) explained that the perceived excellence of luxury products is the fundamental element in enhancing a consumer's brand perception when they make luxury purchases. The quality of a brand was found to influence consumers' affective attitude, which further increases their readiness to pay a premium price for luxury brands (Jain and Mishra, 2018). Consumers in developed luxury brand markets place even more emphasis on the perceived quality value of luxury brands rather than their social value (Jung et al., 2014; Esmailpour, 2015).

Regarding the functional performance of luxury brands, it is defined as consumers' regard for rational purposes, their perceived usefulness, and the ability of a luxury brand to satisfy their need for functional use (Schade et al., 2016). Wiedmann et al. (2011) found that consumers' expectations of the stable and versatile performance of products can be even higher for luxury brands than common brands. Shukla et al. (2015) found that the functional attributes of a luxury brand significantly influence the formation of luxury brand value, especially affecting the purchase intention of consumers from developing countries, such as India, who have high price–quality perceptions (Shukla, 2012).

### 7.3.2.6 Individual difference

Individual difference was also found to be a theme of antecedents of luxury brand consumption. Firstly, the motivating role of consumers' materialistic philosophical beliefs was widely recognised in the literature (Shukla, 2012; Zhang and Kim, 2013). A materialistic consumer is a person who places great emphasis on material goods and believes that making money, being wealthy, and having more possessions than others are top priorities (Chan et al., 2015; Ajitha and Sivakumar, 2017). Consumers who live a materialistic lifestyle were found to cherish the possessions they accumulate, which serve as the meaning of happiness in their lives (Sharda and Bhat, 2018). To achieve a greater level of satisfaction from acquired possessions, materialistic consumers tend to buy luxury brands, as these exclusive items not only can yield them a sense of immediate gratification but also signal their status to others over the long term (Hudders, 2012; Sharda and Bhat, 2018).

Another sub-category of consumers' individual difference is individual traits. Prior studies found that consumers' purchases of luxury brands are also influenced by their demographic factors – such as age, gender, and disposable income – and their personalities (Park et al., 2008; Hudders, 2012; Barrera and Ponce, 2021). For example, Schade et al. (2016) found that adolescents in their late teens who expect to gain recognition from peer groups prefer luxury brands, but older adults place more emphasis on the manifestation of their sense of self-identity. Similarly, Jiang and Shan (2018) identified the moderating role of both gender and age in influencing consumers' incentive to buy luxury brands. The generational cohort theory explains that individuals from the same generation often share common attitudes, lifestyles, and habits regarding consumption (Eyerman and Turner, 1998), resulting in their different preferences of luxury brands (Jiang and Shan, 2018). Furthermore, Barrera and Ponce (2021) revealed the role of consumers' personalities, such as the need for learning and competitiveness, in their acquisition of new luxury brands for different purposes.

### 7.3.3 Factors influencing the acquisition of pre-owned possessions

Factors driving consumers' acquisition of three forms of pre-owned possessions – second-hand items, vintage goods, and collectibles – were also identified. Thirty-four motivating factors were grouped into eight themes – critical concern, economic concern, social value concern, brand-related concern, individual consumption experiential value concern, sentimental value concern, self-identification concern, and individual difference – and 19 sub-categories (see Table 7.4).

**Table 7.4 Factors influencing the acquisition of second-hand items, vintage items, and collectibles**

Themes	Sub-categories	Motivations	General second-hand items consumption	Vintage consumption	Collectible consumption
<b>Critical concern</b>	<b>Ethical consumption</b>	Ecological consciousness	Roux and Guiot, 2008; Cervellon et al., 2012; Hristova, 2019	N/A	N/A
	<b>Avoidance of conventional channels</b>	Distance from system	Roux and Guiot, 2008; Guiot and Roux, 2010; Padmavathy et al., 2019	N/A	N/A
		Structural assurance	Padmavathy et al., 2019	N/A	N/A
<b>Economic concern</b>	<b>Budgeting concern</b>	Bargain hunting/Real deal	Cervellon et al., 2012; Sihvonen and Turunen, 2016; Padmavathy et al., 2019; Hristova, 2019	N/A	N/A
		Price orientation/cashflow releasing	Padmavathy et al., 2019		
		Gratificative role of price (Affordability)	Guiot and Roux, 2010	N/A	N/A
	<b>Fair price concern</b>	High-cost performance	Roux and Guiot, 2008; Guiot and Roux, 2010;	N/A	N/A
	<b>Value appreciation concern</b>	Financial investment	N/A	N/A	Spaid, 2018; Saridakis and Angelidou, 2018; Cary et al., 2021
<b>Social value concern</b>	<b>Uniqueness</b>	Need for uniqueness	Guiot and Roux, 2010; Sihvonen and Turunen, 2016; Hristova, 2019; Padmavathy et al., 2019	Cervellon et al., 2012	Spaid, 2018
		Unbound creative activity	N/A	N/A	Spaid and Matthes, 2021
	<b>Social interaction</b>	Social contact	Roux and Guiot, 2008; Guiot and Roux, 2010	N/A	Spaid, 2018; Saridakis and Angelidou, 2018
		Social membership	N/A	N/A	Cary et al., 2021
		Cooperation and competition	N/A	N/A	Cary et al., 2021
		Feeling lonely	N/A	N/A	Huang and Fishbach, 2021
	<b>Social identity value</b>	Fashion involvement	Ferraro et al., 2016; Hristova, 2019	Cervellon et al., 2012	Saridakis and Angelidou, 2018
<b>Brand-related concern</b>	<b>Brand as product - Attributes aspect</b>	Originality	Roux and Guiot, 2008; Guiot and Roux, 2010; Ferraro et al., 2016	N/A	N/A
		Perceived product design	Sihvonen and Turunen, 2016	N/A	N/A
		Country of origin	Sihvonen and Turunen, 2016	N/A	N/A
		Authenticity	Ferraro et al., 2016; Sihvonen and Turunen, 2016	N/A	N/A
	<b>Brand channel experience - second-hand aspect</b>	Convenience	Padmavathy et al., 2019	N/A	N/A
	<b>Positive brand relationship</b>	Brand attachment	N/A	N/A	Spaid, 2018
	<b>Purchasing experience</b>	Treasure hunting	Guiot and Roux, 2010	Cervellon et al., 2012	Saridakis and Angelidou, 2018

Themes	Sub-categories	Motivations	General second-hand items consumption	Vintage consumption	Collectible consumption
<b>Individual consumption experiential value concern</b>	<b>Consumption of the experience</b>	Set completion	N/A	N/A	McIntosh and Schmeichel, 2004; Carey, 2008; Saridakis and Angelidou, 2018; Cary et al., 2021
	<b>Memory of the experience</b>	Addiction: feelings of desire	N/A	N/A	Spaid, 2018
<b>Sentimental value concern</b>	<b>Nostalgia</b>	Nostalgic pleasure	Roux and Guiot, 2008; Guiot and Roux, 2010; Hristova, 2019; Padmavathy et al., 2019	Cervellon et al., 2012	Duarte, 2022
		Societal and personal memories preservation	N/A	N/A	Cary et al., 2021
	<b>Connect with the future</b>	Meaning threat	N/A	Abi et al., 2017	N/A
		Mortality salience	N/A	N/A	Spaid, 2018
		Mortality legacy	N/A	N/A	Spaid and Matthes, 2021
		Personal legacy delivery	N/A	N/A	Cary et al., 2021
<b>Self-identification concern</b>	<b>Self-esteem</b>	Sense of achievement	N/A	N/A	McIntosh and Schmeichel, 2004; Spaid, 2018; Cary et al., 2021
<b>Individual difference</b>	<b>Consumption concept</b>	Frugality	Guiot and Roux, 2010; Cervellon et al., 2012	N/A	N/A
		Materialism	N/A	N/A	Spaid and Matthes, 2021

Analysis of the literature indicated that previous studies have paid unbalanced attention to the consumption motives of three types of pre-owned possessions. Prior studies focused mainly on consumers' reasons for acquiring general second-hand items and collectibles, while motivators of vintage consumption have been rarely explored. A possible reason is that most scholars tend to regard vintage items and vintage luxury as one research subject (Cervellon et al., 2012) and, therefore, have focused primarily on studying the drivers of vintage luxury brand consumption.

Consumers' motivations for purchasing general second-hand items and collectibles differ significantly. The literature review revealed only four common antecedents between the purchase of second-hand items and collectibles: the need for uniqueness, fashion involvement, treasure hunting, and nostalgic pleasure. These factors were also found to drive consumers' acquisitions of pre-owned luxury brands and vintage items. Regarding different antecedents, consumers' acquisition of second-hand items was found to be motivated mainly by their critical concern, economic concern, and brand-related concern, while the acquisition of collectibles is prompted by consumers' social value concern, brand-related concern, individual consumption experiential value concern, sentimental value concern, and self-identification concern.

#### 7.3.3.1 Motivating factors of general second-hand consumption

##### *Critical concern*

Two sub-categories of factors related to consumers' critical concern were identified that motivate them to acquire second-hand items. The first sub-category is related to consumers' desire to consume ethically (Hristova, 2019). Roux and Guiot (2008) revealed that a segment of consumers often regard their consumption of second-hand items as way of protecting the environment. By recycling products and prolonging their life cycles, consumers believe buying second-hand items can reduce the waste of natural resources caused by unnecessary production (Guiot and Roux, 2010; Cervellon et al., 2012).

The second identified sub-category is avoidance of conventional channels. The literature review indicated that some consumers feel more comfortable and confident when shopping on the secondary market (Roux and Guiot, 2008). For example, Guiot and Roux (2010) found that consumers considered their purchase of second-hand items to distance themselves from the current consumption system, which was motivated by unpleasant prior shopping

experiences. With a different focus, Padmavathy et al. (2019) revealed that the safety provisions enacted by verified sellers, defined as structural assurances, can increase consumer confidence and their willingness to purchase second-hand items rather than new. Although the motivation related to the avoidance of conventional channels has not been found in previous research related to pre-owned luxury brands, the interview findings revealed a factor related to it. Further data collection is needed to explore whether there are other factors that lead consumers to buy pre-owned luxury brands over new ones.

#### *Economic concern*

Two sub-categories of economic concern-related factors also inspired consumers' purchase of second-hand items. A primary sub-category is budgeting concern, including three factors. Bargain hunting was first identified as driving consumers' acquisitions of second-hand items. Some frequent consumers of second-hand goods were found to be frugal in nature, feeling reluctant to pay full price for products (Guiot and Roux, 2010; Sihvonen and Turunen, 2016). Purchasing second-hand items allows these consumers to bargain and buy them at a price pre-established in their minds (Padmavathy et al., 2019). The second identified factor is price orientation, which refers to consumers' incentive to protect cashflow by buying second-hand items. Consumers were found to purchase these goods because they wanted to save money to buy other important things (Padmavathy et al., 2019). The third motivating factor is affordability. Guiot and Roux (2010) found that individuals' limited budgets forced them to buy some desired products from second-hand channels or forgo them entirely.

The second sub-category is related to consumers' fair price concern. Scholars found that consumers found a better match between price and quality for second-hand items rather than new goods (Roux and Guiot, 2008). The profit margin involved in the purchase of new products was found to push the price too high for these consumers to justify (Guiot and Roux, 2010), thus driving their purchase of second-hand items.

#### *Brand-related concern*

The third identified theme of factors motivating second-hand consumption is related to consumers' concern regarding two sub-categories of brand value. One sub-category includes factors related to product attributes. Firstly, consumers' desire to acquire second-hand items is rooted in their attraction to goods produced in the past (Guiot and Roux, 2010), and buying through second-hand channels is the only option available to obtain these original items



(Ferraro et al., 2016). The second factor is perceived product design. Sihvonen and Turunen (2016) revealed that the product design of second-hand fashion items is a more important motivator than even quality and price. Scholars also explain that the second-hand items' country of origin can influence consumers' willingness to buy them (Sihvonen and Turunen, 2016), providing a clue to judge the quality of unfamiliar items. The last product-related factor is authenticity, which has been identified as the fundamental driver of second-hand consumption, especially when consumers are searching for luxury branded items (Ferraro et al., 2016; Sihvonen and Turunen, 2016).

The second sub-category of brand-related concern is related to the characteristic of second-hand consumption channels, and one motivating factor identified from the analysis is convenience. In this context, convenience refers to the factors associated with second-hand consumption channels. Padmavathy et al. (2019) revealed that consumers' online purchases of second-hand items are motivated by the perceived benefits of effort saving and time saving when compared to purchases of new items.

#### 7.3.3.2 Motivating factors of collectible consumption

##### *Social value concern*

Social interaction is a purchase-motivation factor for collectibles that is related to social value concern. Here, social interaction is defined as consumers' desire to interact with others. Firstly, social contact was found to be an antecedent of consumers' collecting behaviours (Saridakis and Angelidou, 2018), reflecting individuals' desire to maintain encounters and interactions with others (Guiot and Roux, 2010). Spaid (2018) revealed that some collectors are motivated to collect goods from second-hand markets because they enjoy relaxed discussions about their collections with sellers or other collectors. The second motivating factor is social membership: Some consumers' wish to be part of collecting communities motivates them to seek the ownership of specific collectibles to achieve acceptance from in-group members (Spaid, 2018). These collectibles can be regarded as the entry ticket to the collection circle, and, at the same time, they are a link to unite collectors (Cary et al., 2021). Recognition as a member of the collectors' community not only affirms consumers' achievements but also increases their sense of belonging and vanquishes their solitude (Huang and Fishbach, 2021).

Another social interaction aspect of motivation is cooperation and competition. The process of acquiring collections often requires the efforts of multiple collectors, thereby involving personal connections and information sharing. This process of cooperation creates feelings of adventurousness among collectors and drives their purchase behaviours (Cary et al., 2021). Collectors compete to obtain rare collectibles and regard the successful acquisition of these items as an indicator of their own abilities and skills for which they gain the recognition and admiration of other collectors.

#### *Brand-related concern*

A positive brand relationship, known as brand attachment, is one sub-category of consumers' brand-related concern that motivates their acquisitions of collectibles (Spaid, 2018). Brand attachment refers to the strong emotional bond between consumers and brands (Park et al., 2010). Previous studies have identified the integral role of brand in influencing collectors' goal-setting, such as collectors of major league baseball cards (Spaid, 2018). Consumers who have strong brand attachment prioritise the collection of certain brands, as they believe their buying behaviours help build a further relationship with their desired brands (Spaid and Matthes, 2021).

#### *Individual experiential value concern*

Two sub-categories of factors related to consumers' individual experiential value concern were found to motivate consumers' collecting behaviours. The first sub-category relates to consumers' perceived experience during the consumption of collectibles, with the set-completion process found to be a powerful motivator (Carey, 2008; Cary et al., 2021). McIntosh and Schmeichel (2004) explained that the collecting process starts with the formulation of goals, and one major goal is set completion. To achieve their goals, consumers were found to actively hunt for missing items in their collections, whether new or old (Saridakis and Angelidou, 2018).

The second sub-category relates to consumers' perceived experience after one completed purchase of a collectible. One motivating factor related to this sub-category is addiction. Spaid (2018) explained that some consumers feel compelled to collect more items once their collecting behaviours start. It was found that these consumers' previous buying experience has made them addicted to discovering and owning new collectibles to satisfy their inflated desire and excitement.

### *Sentimental value concern*

Another sub-category of motivating factors relates to consumers' sentimental value concern, known as "connect with the future", including three motivating factors: mortality salience (Spaid, 2018), mortality legacy (Spaid and Matthes, 2021), and personal legacy delivery (Cary et al., 2021). The literature review indicated that these three factors represent the same motivation for buying collectibles, which is consumers' desire to leave a legacy of items that can represent themselves after their death (Spaid and Matthes, 2021). Referring to the terror management theory (Greenberg et al., 1986), scholars have found that consumers tend to distract themselves from the inevitability of their death by acquiring collectibles to serve as their surviving legacy (Spaid and Matthes, 2021).

### *Self-identification concern*

Self-esteem was identified as one sub-category of motivating factors related to consumers' self-identification concern. Scholars have suggested that some consumers regard their successful acquisitions of collectible items as proof of their ability to accomplish difficult tasks, and this sense of achievement relates to their motivation to improve their self-esteem (Spaid, 2018; Cary et al., 2021). It was also found that consumers who lack satisfaction at work or in other areas of their life are prone to such motivation (Cary et al., 2021).

In summary, this section presents the literature review findings on the factors that influence consumers' acquisitions of pre-owned luxury brands, new luxury brands, and three forms of pre-owned possessions. Findings related to the influential factors of pre-owned luxury consumption contribute directly to answering this study's second research question. Additionally, realising consumers' motivations for acquiring luxury brands, second-hand items, vintage items, and collectibles can help interpret the incentives for acquiring pre-owned luxury brands identified in the two other data-collection methods to achieve an integrated understanding of the second research question.

## **7.4 Consumption patterns of pre-owned luxury brands**

This section discusses the literature review findings related to fulfilling Research Objective 2.3. The profiles of pre-owned luxury brand consumers identified in previous studies and their classification are first reviewed, followed by the presentation of trading channels for pre-owned luxury brands mentioned in the literature.

#### 7.4.1 Consumer profiles in terms of buying habits

The literature review identified four methods for classifying the profiles of pre-owned luxury brand consumers (see Table 7.5). Three sets of profiles were categorised according to consumers' purchase motivations (Amatulli et al. 2018; Carey et al., 2018; Keim and Wagner, 2018), while two others were categorised according to four types of variables that consumers pursue (Kessous and Florence, 2019), as well as their shopping style dimensions (Turunen and Poyry, 2019).

**Table 7.5 Pre-owned luxury brand consumers' profiles in terms of buying habits**

Authors	Research focuses	Classification basis	Categories of consumer profiles
Amatulli et al. 2018	Vintage luxury consumption	Motivations	(1) Satisfying individual identity (2) Improving self-confidence (3) Achieving a sense of fulfilment
Carey et al., 2018	Vintage luxury consumption	Motivations	(1) Wanting high quality but at a lower price (2) Young professionals (3) Making an impression
Keim and Wagner, 2018	Vintage luxury fashion consumption	Motivations	(1) Advocating environmental protection (2) Conscious of the value of money (3) Interested in treasure hunting
Kessous and Florence, 2019	Second-hand luxury goods consumption	Variables	(1) Independent self – Interdependent self (2) Price sensitivity – Status seeking (3) Symbolical value – Utilitarian value (4) Status seeking – Normative influence
Turunen and Poyry, 2019	Second-hand luxury consumption	Shopping style dimensions	(1) High-quality consciousness (2) Brand consciousness (3) Fashion consciousness (4) Recreational shopping consciousness (5) Price-per-quality consciousness (6) Impulsiveness (7) Brand-loyal orientation (brand/retailer) (8) Confusion from lack of choice (9) Resale value consciousness

Consumers' buying habits, which were identified in four studies based on their motives for purchasing pre-owned luxury brands, lack typicality (Carey et al., 2018). The approach by Amatulli et al. (2018) to address pre-owned luxury brand consumers' buying habits according to three psychologically related values that consumers desire – cannot effectively define their profiles, because the buying habits of different groups of pre-owned luxury brand consumers are not necessarily united by a single factor. For instance, several factors may motivate a collector who enjoys purchasing pre-owned items of a particular luxury brand, such as brand heritage, self-achievement, investment. Similarly, the classification of consumers' buying habits by Carey et al. (2018) and Keim and Wagner (2018) is also vague and lacks validity. For example, interview findings revealed that money-conscious consumers may belong to groups with different buying habits. Although four sets of

variables were proposed by Kessous and Florence (2019) to classify pre-owned luxury brand consumers into 14 clusters with different preferences, their research focused on exploring the motivations of pre-owned luxury consumption rather than on exploring the buying habits of consumer groups. Consequently, an exploration of consumers' buying habits may be more appropriate to first identify typical consumer groups reported by interview informants and online forum members and then to describe and interpret the characteristics of these groups.

Turunen and Poyry's (2019) study also fell short of classifying consumers by their purchasing habits. With a focus on exploring characteristics of pre-owned luxury brand consumers, Turunen and Poyry (2019) revalidated the shopping style dimension scale originally proposed by Sproles and Kendall (1986) in the context of pre-owned luxury consumption and found nine consumer shopping styles. Firstly, the deductive-based rote approach used by Turunen and Poyry (2019) is not necessarily suitable for studying pre-owned luxury consumption, because this type of consumption is a relatively new phenomenon, while the ability of Sproles and Kendall's (1986) old scale to cover shopping styles related to pre-owned luxury consumption is questionable. Secondly, since the coding of the interview data in Turunen and Poyry's (2019) study was largely based on the eight pre-specified shopping style dimensions in the scale, some quotations were not highly relevant to the dimensions they exemplified. For instance, the quote, "The biggest pain point is that there is only one piece available", which was used in Turunen and Poyry's (2019) study, seems to be inconsistent with the dimension impulsiveness, originally defined as a consumer's purchase made without consideration (Sproles and Kendall, 1986). These mismatches in dimensions and quotes indicate that Turunen and Poyry's (2019) findings could lack credibility. Nevertheless, since eight dimensions of consumers' shopping styles were determined in advance, the findings of their study may more fully cover broad types of pre-owned luxury brand consumers.

#### 7.4.2 Trading channels of pre-owned luxury brands

The analysis of studies related to pre-owned luxury consumption indicated that little detailed discussion exists on the trading channels of pre-owned luxury brands. Only one study suggested investigating possible trading approaches for pre-owned luxury brands (Battle et al., 2018), such as swapping and renting. Since that research is a conceptual paper, it cannot prove whether these channels truly exist in the consumption of pre-owned luxury brands (Battle et al., 2018). Therefore, this study also analyses the methodology of pre-owned luxury brand studies to identify channels used by previous scholars to recruit pre-owned

luxury consumers. Identified channels related to the trading of pre-owned luxury brands were recorded in Table 7.6.

**Table 7.6 Trading channels of pre-owned luxury brands**

Channel types	Trading approaches	Identified channels	Authors
Online channel	Direct buying	Facebook buy and sell group	Turunen and Poyry, 2019
		Second-hand luxury websites	Cervellon and Vigreux, 2018; Kessous and Florence, 2019
		Online flea market	Zampier et al., 2019
Offline channel	Pre-owned shop	Pre-owned luxury brand store	Amatulli and Guido, 2011; Amatulli et al. 2018; Carey et al., 2018
		Specialized vintage settings	Cervellon and Vigreux, 2018; Keim and Wagner, 2018

Three types of online direct buying channels and two types of offline direct buying channels were identified. In addition to these channels used by scholars to recruit participants (Turunen and Poyry, 2019), other potential channels from which individual consumers may acquire their pre-owned luxury brands cannot be identified from the literature content analysis, meaning these lists channels could be incomplete. Therefore, the exploration of pre-owned luxury trading channels needs to rely on the data collected from interviews and netnography.

To conclude, this section reviews the findings relevant to Research Objective 2.3 identified from the analysis of literature. Four sets of consumer profiles related to their buying habits were presented and criticised, and trading channels of pre-owned luxury brands were summarised. It was found that prior scholars paid limited attention to exploring the consumption patterns of pre-owned luxury brands.

### **7.5 Types of consumer–brand relationships**

This section presents findings identified from the literature review on consumer–brand relationships that relate to Research Objective 2.4. This objective seeks to identify types of consumer–brand relationships reported in the literature and aims to facilitate the interpretation of the relationship between consumers and their pre-owned luxury brands identified from the other two data sets. Although the theoretical background of this study made it clear that a consumer–brand relationship is the bond formed during the interaction between consumers and brands (Fournier, 1998; Nandy and Sondhi, 2022), potential types of consumer–brand relationships and how they differ remain unclear, making it difficult to explain the positive relationships identified between consumers and their pre-owned luxury

brands in the interviews. Thus, this section first discusses two inherent attributes of consumer–brand relationships and then explains two strong forms of consumer–brand relationships. After that, indicators of strong, positive consumer–brand relationships are summarised to enrich the understanding of the revealed positive relationship between consumers and their pre-owned luxury brands.

### 7.5.1 Inherent attributes of consumer–brand relationships

The systematic literature review revealed various types of consumer–brand relationships that are determined by their two inherent attributes, namely, sentiment valence and passion intensity (Fournier, 1998; Roy et al., 2022). Sentiment valence reflects a consumer’s attitude, opinions, and emotional feelings about brands (Luo and Hamlin, 2022), which can range from negative to positive (Fetscherin et al., 2019). Consumers with positive sentiment valence towards a brand are generally satisfied with the brand’s products and services (Fetscherin and Heinrich, 2014), whereas consumers with negative sentiment valence tend to evaluate brands negatively and take actions to avoid or switch to other brands (Hegner et al., 2017b; Veloutsou and Guzmán, 2017). Nevertheless, whether consumers have a positive or negative sentiment valence for a brand, this cannot indicate the presence of a relationship between them (Fetscherin et al., 2019). For example, consumers may have a positive impression of a certain brand, but they do not want to be loyal to it and commit to a relationship with it, as they are not passionate enough about that brand.

As the second attribute of a consumer–brand relationship, passion determines its strength (Romani et al., 2015; Bairrada et al., 2019). Passion is initially defined as a state of intense desire to form a union with the other in the theory of triangulation of love (Sternberg, 1986). When introduced into the field of marketing, passion reflects consumers’ desire to establish relationships with brands (Fritz et al., 2014). Consumers’ different levels of passion can lead to consumer–brand relationships with varying intensity, ranging from strong to weak to none (Fetscherin et al., 2019). Consumers with strong passionate feeling towards certain brands were found to actively interact with these brands and be willing to have a relationship with them (Veloutsou, 2009; Wallace et al., 2014). Conversely, consumers who have a low level of passion towards a brand tend to form weaker relationship with brands (Batra et al., 2012). Two typical weak forms of consumer–brand relationships identified from the literature are brand like (positive sentiment valence) and brand dislike (negative sentiment valence; Fetscherin et al., 2019). Sometimes, consumers do not have any passion for certain brands, resulting in feelings of brand indifference (Park et al., 2013). Consumers tend to resist brands

that cannot arouse their passion and actively avoid being associated with them, which may eventually evolve into a negative brand relationship (Fetscherin et al., 2019).

To conclude, a high level of passion is regarded as the core of all strong consumer–brand relationships (Fournier, 1998), either positive or negative. Only when consumer has a strong desire to express their emotions about a particular brand can they develop a significant brand relationship. A matrix created by Fetscherin et al. (2019) was referenced to indicate how sentiment valence and passion intensity determine the types of consumer–brand relationships (see Figure 7.1).

<b>Sentiment valence</b>	<b>Positive</b>		Brand like	Brand love
	<b>Negative</b>	Brand indifference	Brand dislike	Brand hate
		<b>None</b>	<b>Weak</b>	<b>Strong</b>
		<b>Passion intensity</b>		

**Figure 7.1 Types of consumer–brand relationships determined by sentiment valence and passion intensity**

*Source adapted from: Fetscherin and Heinrich (2014); Fetscherin et al. (2019)*

### 7.5.2 Two strong forms of consumer–brand relationship

After reviewing two inherent attributes that determine the type of consumer–brand relationship, brand love and brand hate – as two strong forms of consumer–brand relationship at both ends of the sentiment valence continuum – were found to be studied the most by previous scholars (Amaro et al., 2021; Ahuvia et al., 2021; Zhang and Laroche, 2021). Understanding what brand love and brand hate are can help to interpret the recognised relationship between consumers and their pre-owned luxury brands.

#### 7.5.2.1 Brand love

Previous studies on brand love began with the use of Sternberg’s (1986) triangular theory of love to explain the relationship between consumers and objects (Ahuvia et al., 2021). Sternberg (1986) explains that an interpersonal love relationship has three components: intimacy, passion, and commitment. Intimacy refers to feelings embedded in interpersonal relations that promote closeness and connectedness (Dias and Cavalheiro, 2022), while



passion describes an individual's state of intense desire to form a union with the other (Sternberg, 1986). Commitment is defined as an individual's long-term intention of maintaining their love relationship with partner (Sternberg, 1986). Focusing on consumer–object relationships, Shimp and Madden (1988) found that components of interpersonal love can also exist between consumers and objects. By analogising to interpersonal love, Shimp and Madden (1988) proposed three components of consumer–object relationships, namely, liking, yearning, and commitment. Commitment is adapted from the triangular theory of love, whilst liking corresponds to intimacy and is used to indicate the emotional valence of a consumer's love for objects (Vernuccio et al., 2015). Yearning corresponds to passion and represents the intensity of a consumer's desire to establish relationships with objects.

Since the formal introduction of brand love as a construct into the field of marketing by Carroll and Ahuvia (2006), the conceptualisation of it in subsequent studies has not been interrupted (Ahuvia et al., 2021; Amaro et al., 2021). To understand what brand love refers to as a typical type of strong consumer–brand relationships, scholars' conceptualisations of it were summarised and interpreted (see Table 7.7).

**Table 7.7 Definitions of brand love in the literature**

<b>Themes</b>	<b>Sub-themes</b>	<b>Example of typical definition</b>	<b>Authors with similar opinions</b>
<b>Brand love as emotion</b>	<b>Affection</b>	Brand love is defined as an affection involved with an object (Huang, 2017)	Langner et al., 2016; Aro et al., 2018
	<b>Love</b>	Brand love refers to consumers' love for brands and branded products or services. (Rauschnabel and Ahuvia, 2014)	N/A
<b>Brand love as relationship</b>	<b>Connection</b>	Brand love is not simply a preference. Instead, it is the brand that a consumer chooses without reason. There is a connection beyond simply choosing a brand to use. (Langner et al., 2015)	N/A
	<b>Emotion and passion</b>	Brand love is individual's emotion and passion for a trade name. (Roy et al., 2013)	Long-tolbert and Gammoh, 2012; Sarkar and Sreejesh, 2014; Machado et al., 2019
	<b>Passionate emotional attachment</b>	Brand love is defined as the degree of passionate emotional attachment a satisfied consumer has for a particular trade name. (Carroll and Ahuvia, 2006).	Albert et al., 2008; Bergkvist and Larsen, 2010; Hwang and Kandampully, 2012; Castano and Perez, 2014; Sarkar and Sreejesh, 2014; Wallace et al., 2014; Drennan et al., 2015; Huber et al., 2015; Kaufmann et al., 2016; Karjaluoto et al., 2016; Roy et al., 2016; Liu et al., 2017; Bıcakcıoglu et al., 2018; Cui et al., 2018; Manthiou et al., 2018; Mrad, 2018; Khandeparkar and Motiani, 2018; Coelho et al., 2019; Fetscherin et al., 2019; Palusuk et al., 2019; Nikhashemi et al., 2019; Wang et al., 2019; Rodrigues and Rodrigues, 2019; Joshi and Garg, 2021; Trivedi and Sama, 2020; Ahuvia et al., 2021
	<b>Beyond emotional attachment</b>	Brand love as a type of relationship (rather than as an emotion) that consumers establish with brands, encompassing "multiple interrelated cognitive, affective, and behavioural elements, rather than a specific, single, transient love emotion. (Bairrada et al., 2018)	Batra et al., 2012; Ahuvia et al, 2014; Sarkar, 2014; Anggraeni and Rachmanita, 2015; Vernuccio et al., 2015; Bairrada et al., 2019; Hegner et al., 2017a; Junaid et al., 2019; Amaro et al., 2021; Madadi et al., 2021

Literature content analysis revealed that brand love definitions in previous studies can be mainly categorised into two themes and six sub-themes.

#### *Theme 1: Brand love as emotion*

The first theme is named brand love as emotion and includes definitions that conceptualise brand love as a consumer's emotion towards the brand. One type of identified emotion is affection, and several scholars have described brand love as consumers' affective feeling towards the brand (Langner et al., 2016; Huang, 2017). However, this description could be inaccurate, as brand love may not be considered simply as a more intense form of brand affection (Carroll and Ahuvia, 2006). Referring to three components of the consumer–object love relationship suggested by Shimp and Madden (1988), brand affection can reflect only one aspect of brand love. Consumers who like some brands do not necessarily want to commit to a long-term relationship with these brands.

Another sub-theme of definition explicitly defines brand love as consumers' love for brands (Rauschnabel and Ahuvia, 2014). The first issue with this is that it places the term “love” that needs to be explained in the definition, which makes the meaning of the definition itself difficult to understand. Beyond that, it could be inaccurate to regard brand love as emotion. Love emotion, as with other types of emotion, tends to be short-term and episodic (Batra et al., 2012). Brand love, as the relationship generated in the process of interaction between consumers and brands, should be distinguished by love emotion (Bairrada et al., 2018).

#### *Theme 2: Brand love as relationship*

Definitions in the second theme agree that brand love is a type of relationship rather than an emotion. The identified first sub-theme contains only one definition, and the meaning of it is ambiguous (Langner et al., 2015). Although the definition recognises that brand love is a connection between consumers and a brand, it does not clearly articulate what that connection is.

The second sub-theme of definitions mention emotion and passion as two components of brand love. However, these definitions do not make it clear that, depending on the levels of passion and emotion that consumers have for a brand, their relationships can be called brand love (Sarkar and Sreejesh, 2014; Machado et al., 2019).

The third sub-theme of definitions is known as passionate emotional attachment; the most widely adopted definition of brand love was proposed by Carroll and Ahuvia (2006) when they created the construct in their seminal study. Brand love is defined as “the degree of passionate emotional attachment a satisfied consumer has for a particular trade name” (Carroll and Ahuvia, 2006). This definition directly explains two key characteristics of brand love, which are a high level of passion and emotional attachment. Emotional attachment refers to a specific and strong bond between consumers and a brand (Nikhashemi et al., 2019).

The last sub-theme of definitions conceptualises brand love as a type of relationship beyond an emotional aspect (Bairrada et al., 2018). These definitions describe brand love as a multi-faceted construct (Hegner et al., 2017a) that can be judged based on consumers’ cognition, emotion, and behaviours towards the brand. The definition in this sub-theme is more suitable for judging the existence of brand love, as these three aspects were first identified by Batra et al. (2012) using the ground theory approach in their research on brand love and were confirmed in subsequent studies.

#### 7.5.2.2 Brand hate

Prior studies on investigating brand hate relied mainly on the knowledge of interpersonal hate by referencing the triangular theory of hate (Sternberg, 2003; Romani et al., 2015). To understand what brand hate is, it is necessary to first interpret the meaning of hate. Sternberg (2003) found that hate is a multidimensional emotion rather than a primary emotion, such as extreme dislike (Zhang and Laroche, 2021), which is constituted by three basic components: disgust, anger or fear, and devaluation. Disgust represents the feeling of negation of intimacy and involves behaviours of seeking distance from a target individual (Sternberg, 2003). Anger or fear initially implies an individual’s intense and active response to the hate objects (Sternberg, 2003), while devaluation refers to an individual’s contempt of a target, leading to their value devaluation behaviours (Sternberg, 2003). Different combinations of these three components can form various types of hate, such as boiling hate and cool hate (Zarantonello et al., 2016). Nevertheless, although hate appears to be the emotion opposite love, hate and love are not mutually exclusive (Zarantonello et al., 2018). Individuals were found to simultaneously love and hate a person (Zhang and Laroche, 2021). Considering this, brand hate may not be defined simply by using a reversed definition of brand love.

Literature review on brand hate indicated that the study of this concept is in its infancy (Zhang and Laroche, 2021). The few definitions that seek to conceptualise brand hate build upon the multidimensionality of interpersonal hate (Bayarassou et al., 2021). These definitions of brand hate are summarised to help interpret what brand hate is (see Table 7.8).

**Table 7.8 Definitions of brand hate in the literature**

Themes	Sub-themes	Example of typical definition	Authors with similar opinions
Brand hate meaning	Intense dislike	Brand hate to be an intense degree of dislikeness against the target brands. (Romani et al., 2012)	N/A
	Intense negative emotion	“Brand Hate” and defined as a psychological state in which a consumer forms an intense negative emotion and hatred toward a brand (Kucuk, 2018)	Gregoire et al., 2009; Bryson et al., 2013; Bryson and Atwal, 2019; Kucuk, 2019; Joshi and Yadav, 2020; Bryson et al., 2021; Zhang and Laroche, 2021
Brand hate types	Active and Passive	Brand hate as a consumer’s extreme emotional reaction against a brand more than brand dislike. ‘Active brand hate’ (which includes anger and contempt/disgust) and ‘Passive brand hate’ (which comprises feelings related to fear, disappointment, shame, and dehumanization). (Zarantonello et al., 2016)	Hegner et al., 2017b; Rodrigues et al., 2021; Bayarassou et al., 2021

By analysing chosen articles on brand hate with a focus on its conceptualisations, it is noted that although definitions of brand hate proposed by scholars have a high degree of consistency, these definitions also have subtle differences worth noting. As a result, two themes and three sub-themes of brand hate definitions are revealed.

*Theme 1: Brand hate meaning*

Definitions in this first theme focus on explaining the nature of brand hate. The first sub-theme contains one definition, which describes brand hate as an intense level of brand dislike (Romani et al., 2012). However, this description was criticised in several studies (Zarantonello et al., 2016; Joshi and Yadav, 2020), which found that brand hate and brand like are two conceptually different terms. By referring to the definition of interpersonal hate, brand hate is considered to be a more complex and multi-dimensional construct composed of first-order factors than brand dislike (Sternberg, 2003; Zarantonello et al., 2016)

The second sub-theme of definitions conceptualises brand hate as the intense negative emotional affect, attitude, or feeling formed between consumers and brands (Kucuk, 2018; Bryson and Atwal, 2019; Joshi and Yadav, 2020). Different from the first sub-theme, this

sub-theme of definitions can be considered a reversed version of the definition of brand love initially proposed by Carroll and Ahuvia (2006). For instance, “intense negative” corresponds to the term “passionate” in the definition of brand love. Furthermore, these definitions also specify the level of sentiment valence and passion intensity of brand hate as a type of consumer–brand relationship (Fetscherin et al., 2019). This sub-theme of definitions has been adopted by most scholars who study brand hate (Gregoire et al., 2009; Bryson and Atwal, 2019). This may be because it is an intuitive and safe approach to define brand hate before its nature is empirically explored, since it is proposed by referring to the definition of brand love.

### *Theme 2: Brand hate types*

The second theme of brand hate definitions addresses its potential types when defining it (Rodrigues et al., 2021). The one sub-theme here is named active and passive, indicating that definitions in this sub-theme all consider brand hate to take two main forms: active brand hate and passive brand hate (Rodrigues et al., 2021; Bayarassou et al., 2021). Active brand hate is often shaped through elements such as contempt, disgust, and anger (Zarantonello et al., 2016), while passive brand hate is usually built on consumers’ feelings of disappointment, shame, and dehumanisation (Bayarassou et al., 2021). These suggested elements in the definition of brand hate can be used as indicators to identify the specific types of negative relationships between consumers and brands when there are signs of such links.

#### 7.5.3 Indicators of a strong positive consumer–brand relationship

The literature content analysis also revealed several indicators of strong positive consumer–brand relationships. Understanding these indicators has two aspects of importance when studying the relationship between consumers and their pre-owned luxury brands. Firstly, although interview findings revealed several sub-themes of codes that indicate a positive relationship between consumers and their pre-owned luxury brands, what these indicators mean and whether they can identify a strong positive relationship between consumers and their pre-owned luxury goods is unclear. Secondly, identifying the indicators of a strong positive consumer–brand relationship also informs whether other factors that can contribute to the recognition and interpretation of the relationship between consumers and their pre-owned luxury brands were missed when analysing the interview data. Therefore, indicators of a strong consumer–brand relationship are summarised in Table 7.9.

**Table 7.9 Indicators of strong consumer–brand relationships**

	<b>Indicators</b>	<b>Authors</b>
<b>Consumer–brand relationship</b>	Love/Passion; Intimacy; Commitment; Self–brand connection; Brand partner quality; Interdependence	Fournier, 1998; Chang and Chieng, 2006; Breivik and Thorbjornsen, 2008
	Behavioural interdependence; Personal commitment; love and passion; Intimacy; Self-concept connection; Nostalgic connection; Partner quality	Huang and Mitchell., 2014; Kessous et al., 2015
	Interdependence; Relationship duration; Satisfaction; Brand commitment; Actual behaviour, Equity; Brand trust; Passion; Intimacy	Fritz et al., 2014
	Trust; Relationship commitment; Perception of social benefit received	Dwivedi et al., 2016; Giovanis, 2016
	Commitment; Trust	Morgan and Hunt, 1994; Aggarwal, 2004; Ashley and Leonard, 2009; Valta, 2013; Hasan et al., 2018
<b>Brand love</b>	Positive attitude valence; Positive emotional connection; Self-brand integration; Passion-driven behaviours: Long-term relationship; Anticipated separation distress; Attitude strength	Batra et al., 2012; Albert and Merunka, 2013; Wallace et al., 2014; Rauschnabel and Ahuvia, 2014; Zarantonello et al., 2016
	Passion; Duration of the relationship; Self-congruity; Dreams; Memories; Pleasure; Attraction; Uniqueness; Beauty; Trust, Declaration of affect	Albert et al., 2008; Vernuccio et al., 2015
	Passion; attachment; Positive evaluation; Positive emotions; Declarations of love	Carroll and Ahuvia, 2006; Bairrada et al., 2019
	Passion; Intimacy; Commitment	Long-Tolbert and Gammoh, 2012; Nyffenegger et al., 2015

### 7.5.3.1 Indicators of strong positive consumer–brand relationships

By analysing previous literature, this study revealed that consumers who have a strong positive relationship with a brand usually manifest it in seven ways. These manifestations can be used as a guide in this study to detect whether a strong relationship exists between consumers and their pre-owned luxury brands.

Firstly, highly intense passion was found as a core indicator of all strong positive consumer–brand relationships (Fournier, 1998), and passion reflects a consumer’s desire to establish a relationship with a brand (Fournier, 1998; Fritz et al., 2014). Since passion is often generated during the resource exchange process between consumers and the brand, it can affect and reflect the quality of that relationship (Fournier, 1998; Breivik and Thorbjornsen, 2008). Consumers’ varying levels of passion can promote the formation of different types of consumer–brand relationships (Sternberg, 1986; Batra et al., 2012; Lin et al., 2014). In the current study, the interview findings revealed that consumers sometimes exhibit passion-driven behaviours to acquire their desired pre-owned luxury brands.

A high level of intimacy was identified as the second indicator of a strong positive consumer–brand relationship (Fournier, 1998). Intimacy reflects the closeness and connectedness between consumers and brands (Shimp and Madden, 1988; Nyffenegger et

al., 2015). It has been proved that intimacy can be developed between consumers and objects, such as cherished paintings and jewellery (Shimp and Madden, 1988), and even can be formed from consumers' childhoods (Fournier, 1998). Given the fact that consumer–brand relationships can be either positive or negative, intimacy can also range from strong to weak or even be negated (Hegner et al., 2017b; Fetscherin et al., 2019).

Consumers' perceived high level of self–brand connection can also indicate their positive relationships with a brand. Self–brand connection refers to the extent to which a brand can satisfy consumers' identity concerns (Fournier, 1998). Referring to the self-expansion theory and self-identity theory, a consumer–brand relationship is regarded as being cultivated through the identity overlap between consumers and their brands (Huang and Mitchell., 2014; Dwivedi et al., 2016). Consumers were found to regard brand not only as a tool to maintain and manifest their current self-identity (Huang and Mitchell., 2014; Dwivedi et al., 2016) but also as a resource to satisfy their self-expansion demand to improve their perceived self-efficacy (Park et al., 2010). Therefore, when consumers can perceive a high level of connection with brands, this can also indicate their positive relationships with brands.

The fourth indicator is interdependence, which refers to the frequent, diversified, and intensified interaction between consumers and brands (Fournier, 1998). Referring to the interdependence theory, the quality of consumer–brand relationships is defined through the process by which consumers and brands interact and influence each other (Fritz et al., 2014). Interdependence between consumers and brands formed through daily interactions was found to result in strong and long-lasting ties, even when the level of passion and intimacy are low (Fournier, 1998), due to the consumption habits developed by consumers (Breivik and Thorbjornsen, 2008). Similarly, Chang and Chieng (2006) found that interdependence generated during consumers' experiences with a brand can determine both the strength and type of consumer–brand relationships.

The fifth indicator is a consumer's perceived nostalgic attachment (Kessous et al., 2015). Nostalgic attachment refers to the extent to which brands contribute to the constitution of consumers' personal histories and life memories (Smit et al., 2007). Consumers' nostalgic feelings attached to brands were found to support their connections with past family experiences, thus promoting their strong relationships with brands (Youn and Dodoo, 2020). Therefore, consumers who exhibit a high level of nostalgic attachment towards a brand can indicate the existence of a positive relationship between them.



A consumer's perceived high level of brand partner quality can also be regarded as an indicator of their strong positive relationship with brand. Brand partner quality refers to consumers' evaluation of a brand's performance in their relationships (Fournier, 1998). Consumers' positive evaluation of brand partner quality, such as trustworthiness and reliability, was found to generate their emotional attachment and to predict their further acquisitions of brands (Breivik and Thorbjornsen, 2008). Fournier (1998) explained that consumers often see the brands they have owned for a long time as trusted life partners, thus indicating the existence of trust-based and strong positive relationships between consumers and their brands (Giovanis, 2016).

The last indicator of a strong positive consumer-brand relationship is commitment (Agnew, 2009), which refers to a consumer's intention to act in a way that supports a long-term relationship with a brand (Valta, 2013). Nyffenegger et al. (2015) highlighted the role of commitment in reflecting consumers' loyalty and willingness to remain with brands, exhibited as emotional commitment and behavioural commitment. Commitment is also found to be a necessary component to predict brand love (Long-Tolbert and Gammoh, 2012), as it can make consumers shield or ignore substitutes from other brands, thus deepening consumer-brand relationships (Fournier, 1998). Consequently, consumers' manifested high level of commitment to specific brands can demonstrate their strong positive relationships.

#### 7.5.3.2 Indicators of brand love

Scholars who focused specifically on studying brand love also explored several indicators that can help identify brand love (Albert et al., 2008). Four main sets of brand love indicators were identified from the literature content analysis. Among these, seven indicators proposed by Batra et al. (2012) were widely applied in other studies to help identify whether a positive relationship exists between consumers and brands (Wallace et al., 2014). These indicators are self-brand integration, passion-driven behaviours, positive emotional connection, anticipated separation distress, long-term relationship, attitude strength, and positive attitude valence (Batra et al., 2012). Self-brand integration measures consumers' perceived identification with a brand (Rauschnabel and Ahuvia, 2014), and passion-driven behaviours indicate consumers' passionate desire of brands (Batra et al., 2012). Positive emotional connection describes consumers' intuitive feelings of fit with brands (Rauschnabel and Ahuvia, 2014), and anticipated separation distress describes their anxiety and fear over losing their loved brand (Moussa, 2015). Long-term relationship refers to consumers' willingness to maintain commitment over a long period (Rauschnabel and Ahuvia, 2014),

and attitude strength measures their degree of confidence towards brands. Finally, attitude valence represents consumers' satisfaction with brands (Batra et al., 2012).

It is worth noting that these seven brand love indicators are consistent with the identified indicators of a strong consumer–brand relationship, but some of them are more specific, such as anticipated separation distress. Therefore, indicators of both a strong positive consumer–brand relationship and brand love can be used together to help interpret the relationship between consumers and their pre-owned luxury brands.

To conclude, this section presents the findings related to fulfilling Research Objective 2.4. Two inherent attributes of consumer–brand relationships were first identified, which are sentiment valence and passion intensity. Then, scholars' conceptualisations of brand love and brand hate, two strong types of consumer–brand relationships, were reviewed. Finally, indicators of strong positive consumer–brand relationships and brand love were discussed.

## **7.6 Chapter summary**

This chapter presents the findings identified from the analysis of data collected through the systematic literature reviews. Four existing forms of pre-owned luxury brands – second-hand luxury brand, vintage luxury brand, luxury collectible, and pre-loved luxury brand – proposed by prior scholars and their definitions were first summarised and discussed. These findings are expected to fulfil Research Objective 2.1 and to further assist in answering the first research question.

This chapter then discussed systematic literature review findings that related to Research Objective 2.2. Specifically, eight themes of motivating factors and one theme of hindering factors of pre-owned luxury consumption were revealed. Then, nine themes of motivating factors of consumers' acquisitions of new luxury brands, containing 25 sub-categories, were identified from the analysis of luxury branding literature. After that, eight themes, with 19 sub-categories, of motivating factors driving consumers' acquisitions of three forms of pre-owned possessions – second-hand items, vintage, and collectibles – were also identified. This understanding of the factors motivating luxury brand consumption and second-hand consumption aims to expand the researcher's knowledge base to help interpret and compare the results identified from the other two data-collection methods.

After that, this chapter reviewed existing findings related to consumption patterns of pre-owned luxury brands, including pre-owned luxury brand consumers' buying habits and their channels of acquiring pre-owned luxury brands, to fulfil Research Objective 2.3. It was learned that previous studies' findings related to the consumption patterns of pre-owned luxury brands are both limited and unconvincing.

Finally, findings related to fulfilling Research Objective 2.4 were discussed. Sentiment valence and passion intensity were identified as two inherent attributes of consumer–brand relationships, and the meanings of brand love and brand hate, two strong types of consumer–brand relationships, were reviewed. This was followed by discussion of several indicators of strong positive relationships identified through the literature analysis, with the aim to help interpret the relationship between consumers and their pre-owned luxury brands.

## CHAPTER 8 RESEARCH METHODOLOGY - NETNOGRAPHY

### 8.1 Introduction

This chapter explains the methodology followed to conduct the netnography. As the third research method incorporated into the multi-method qualitative design of this research, netnography was adopted to add insight into the phenomenon of pre-owned luxury consumption supported by digital interactions and sharing, as reported by online consumers. Rather than focusing solely on collecting online traces as found with online content analysis (Yi et al., 2018), netnography emphasises the importance of collecting immersive data as an approach to deepening the understanding of pre-owned luxury consumption. Netnographic findings generated from the analysis of both investigative and immersive data are triangulated with the semi-structured interview findings and the systematic literature review findings to achieve an overall understanding of pre-owned luxury consumption.

This chapter is structured as follows. A brief description of the four-step operational protocol adopted in this study is first provided to outline the entire picture of the overall netnography design (Kozinets, 2020). Then, five sub-operations followed to determine the target data-collection site in this study were described (Kozinets, 2020). After the site was determined, this chapter reviews the data collection operations that were followed to collect the investigative and immersive netnography data. Investigative data was directly collected by downloading eligible replies from the identified relevant threads on the *Purseblog forum*. Immersive data were subjectively identified by the researcher and recorded in an immersion journal to aid in the interpretation of netnography findings. This is followed by an overview of how ethical issues were addressed during the netnography data-collection process. This chapter then describes the approach followed to analyse the netnography data set and to interpret the netnography findings. The chapter concludes with a discussion of the rigour and trustworthiness of adopting netnography to collect data.

### 8.2 Overall procedure to conduct netnography

The conduction of netnography is designed by following the four-step operational protocol suggested by Kozinets (2020): research focus operation, data collection, data analysis and interpretation, and research presentation. Considering the looming challenges of using netnography to collect data on pre-owned luxury consumption for the first time, such as high subjectivity and variability of design (Kozinets, 2022; Mehta et al., 2020), referring to such

a structured and successfully implemented operating procedure helps avoid missing important elements that should be considered when designing netnography to ensure high-quality data collection (Schuman et al., 2021; Jeffrey et al., 2021). An overview of the netnography data-collection operations conducted in this study is presented in Table 8.1.

**Table 8.1 Netnography data-collection operations**

<b>Four-step Operations</b>	<b>Content</b>	<b>Actions</b>
<b>Step 1: Research focus operations</b>	To formulate the netnography data collection objectives.	<ul style="list-style-type: none"> <li>• Five netnography data collection objectives were determined to answer the four research questions of this project. Please refer to the analytical approach chapter.</li> </ul>
<b>Step 2: Data collection operations</b>	To gather the netnography data.	<ul style="list-style-type: none"> <li>• “Purseblog forum” is selected as the netnography data collection site.</li> <li>• Investigative data was collected from 37 identified threads.</li> <li>• Immersive data was collected based on a recorded immersion journal.</li> <li>• The ethical compliance of the overall netnography design was secured by referencing the ethics process flowchart.</li> </ul>
<b>Step 3: Data analysis and interpretation operations</b>	To analyse and interpret the collected netnography data.	<p>An immanent integrationist approach was adopted:</p> <ul style="list-style-type: none"> <li>• The thematic analytic approach was first adopted to analyse the collected netnography data.</li> <li>• The hermeneutic interpretation method was then used to interpret the netnography findings</li> </ul>
<b>Step 4: Research presentation operations</b>	To prepare and present research findings in a format appropriate for the intended audience.	<ul style="list-style-type: none"> <li>• Netnography data-collection findings are presented in the next chapter.</li> </ul>

*Source: Kozinets (2020)*

### **8.3 Data-collection operation – identification of sites of interest**

To determine the site of interest for implementing netnography, five sub-operations were followed: simplify, search, scout, select, and save (Kozinets, 2020).

To identify sites of interest, the development of a final search keywords list involved four steps and three draft lists. The research objectives were first simplified and translated into search keywords (Kozinets, 2020). Since this study’s netnographic objectives are to research consumers’ online sharing of their consumption experience with pre-owned luxury brands, a meeting with marketing experts was first scheduled to confirm the three themes that comprise the search keywords (Step 1), which are “pre-owned”, “luxury”, and “website” (Mingione, 2015; Veloutsou et al., 2022). The researcher then independently generated a list of potential keywords for each of the three themes (Step 2). Three synonyms of the theme “pre-owned” that were identified in interviews and previous literature – “pre-loved”, “second-hand”, and “vintage” – were preliminarily confirmed as the first set of keywords

(Paul et al., 2018). Keywords related to “luxury” were generated mainly by referencing the search keywords employed in previous publications, which used a systematic approach to identify articles related to luxury brands (Gurzki and Woisetschlager, 2017; Veloutsou et al., 2022). The theme “website” itself and its variants, such as “platform” and “community”, were selected as the third part of the keywords, as these terms are commonly used suffixes by website owners to name their social networking platforms (Arrizabalaga, 2021). During a second scheduled meeting with marketing experts, the drafted potential keywords list was reviewed and discussed again to elicit additional suggestions (Step 3). Based on the feedback received, a second draft of the potential keywords list was produced and sent to the marketing experts for review and finalisation (Step 4). The final keywords are (“Pre(-)owned OR “Pre(-)loved” OR “Second(-)hand” OR “Vintage” OR “Used”) + (“Luxury” OR “Luxury brand” OR “Status brand” OR “Prestige brand”) + (“Website” OR “Platform” OR “Community” OR “Group” OR “Site” OR “Forum”).

The identified search keywords were first used in search engines to identify relevant websites. Search engines have the function to collect information from web pages, categorise them, and generate algorithms that makes these web pages easy for the user to find (Google search central, 2022). For the consideration of search coverage and readability of website content, Google, as the most popular fully automated desktop search engine in the world, with an 85.64% global market share, was searched with the identified keywords (SEJ, 2021). In addition to directly searching the identified keywords, the word “brand” in the second part of the keywords was replaced by an asterisk (“\*”) to allow searches for a variety of suffixes, such as luxury car (Mingione, 2015). Twenty-one websites were identified via Google (see Appendix D).

The search functions of the most popular social networking sites worldwide were also used to search the identified keywords, as these sites allow users to share and communicate their pre-owned luxury brands with like-minded people (Boyd and Ellison, 2007). Four criteria were first set to identify the social networking sites that may contain accessible information related to the communications between pre-owned luxury brand consumers (see Table 8.2). As a result, Facebook, Instagram, and Twitter were selected. The search of keywords on Facebook generated 24 relevant groups and pages. These keywords were then morphed, including prefixing them with “#” and removing the theme “website” and its synonyms, to identify relevant hashtags on Instagram. A total of 10 hashtags were identified. For Twitter, since a direct search of proposed keywords cannot generate target blogs, the Twitter accounts of the top 10 most popular luxury dealers were further searched (Luxe.Digital, 2021b). Five

luxury dealers' Twitter accounts with more than 10,000 followers each were selected with an eye towards the richness of information. The names of the web pages, hashtags, and accounts and their web linkages are listed in Appendix D.

**Table 8.2 Evaluation of 15 potential social networking sites**

Name	1. The number of monthly active users as of January 2022 (millions) (Statista, 2022a)	2. Does the site provides a platform (group/page) for consumers to freely post and communicate	3. Whether the information on sites is public accessible and traceable	4. Diversity of users' sociocultural background	Exclude OR Include
Facebook	2910	Yes	Yes	High	<b>Include</b>
YouTube	2562	No	Yes	High	Exclude
WhatsApp	2000	No	No	High	Exclude
Instagram	1478	Yes	Yes	High	<b>Include</b>
WeChat	1263	Yes	No	Medium	Exclude
TikTok	1000	No	Yes	High	Exclude
Facebook Messenger	988	No	No	High	Exclude
Douyin	600	No	Yes	Low	Exclude
QQ	574	No	No	Low	Exclude
Sina Weibo	573	Yes	Yes	Medium	Exclude
Kuaishou	573	No	Yes	Low	Exclude
Snapchat	557	Yes	No	Medium	Exclude
Telegram	550	No	No	Medium	Exclude
Pinterest	444	No	Yes	Medium	Exclude
Twitter	436	Yes	Yes	Medium	<b>Include</b>

The content of each identified website was then scouted to exclude those sites that are irrelevant to netnography data collection in this study (Kozinets, 2020). The specific screening criteria and preliminary screening results are presented in Appendix D. The actual information producers and topics discussed on each website were first checked to determine whether the content is related to the netnography research objectives. Sites containing only sales information delivered by luxury brand resellers were excluded. Furthermore, those sites with signs of consumers' replies and interactions but having little relevance to their pre-owned luxury consumption behaviours were also excluded, such as Instagram hashtags. As a result, 17 of the 60 identified sites survived for further selection (see Appendix E).

The 17 surviving sites were further evaluated by applying six criteria – relevance, activity, interactivity, diversity, richness, and accessibility – to determine the final sites for netnography data collection (see Table 8.3; Addeo et al., 2020; Kozinets, 2022). The detailed descriptions of the application of these criteria to assess how well the content of each website matched the data-collection objectives of this study are presented in Appendix E. Through evaluation and comparison, the *Purseblog forum* site was selected as the netnography data-collection source.

**Table 8.3 Evaluation method corresponding to each criterion**

<b>Criteria</b>	<b>Evaluation method</b>
<b>Relevance</b>	The relevance of the sites was judged by two self-asked questions. <ul style="list-style-type: none"> <li>• Are there any topics of discussion related to pre-owned luxury brands?</li> <li>• Can the content under the discussion topics related to pre-owned luxury brands inform the understanding of consumers' consumption experiences?</li> </ul>
<b>Activity</b>	Activity was judged by the persistence of new comments and posts on the sites. <ul style="list-style-type: none"> <li>• Sites should have at least 10 comments per day and new post updates every week, to reflect that they have the potential for providing rich and current information on pre-owned luxury consumption (Kozinets, 2020).</li> </ul>
<b>Interactivity</b>	Interactivity was judged by the extent of interaction among members on sites. <ul style="list-style-type: none"> <li>• The latest threads on each site were first browsed to determine their traffic and the popularity of comments.</li> <li>• The comments in the latest threads were also checked to determine whether members' communications within them are bidirectional or appear to be one-way communication, such as broadcast media (Kozinets, 2020).</li> <li>• Several threads related to pre-owned luxury consumption on the site were commented on to determine whether replies from others would materialise or whether other members would continue the conversation.</li> </ul>
<b>Diversity</b>	For the final data set to contain more opinions from different pseudonyms (Van Hout and Hearne, 2015), diversity of sites was evaluated subjectively based on three considerations: <ul style="list-style-type: none"> <li>• The total number of users,</li> <li>• The total number of posts, and</li> <li>• The diversity of pseudonyms that have posted comments or posted threads within three months.</li> </ul>
<b>Richness</b>	Information richness was judged by the depth of comments under the relevant threads or posts on the sites. <ul style="list-style-type: none"> <li>• Comments and posts should contain consumers' shared detailed stories or experiences with pre-owned luxury brands. Adequate descriptions can enable the in-depth interpretation of the meanings behind them.</li> <li>• Those sites containing only consumers' short textual comments or emoji replies were not selected.</li> </ul>
<b>Accessibility</b>	Accessibility was judged by the openness of sites. <ul style="list-style-type: none"> <li>• For ethical considerations, eligible sites for netnography data collection must be open to the public. Each site was browsed to determine whether any information and comments left by others on the sites could be accessed without registering.</li> </ul>

#### **8.4 Data collection operation – investigative data collection**

Investigative data was collected from the informational traces created by pseudonyms on the *Purseblog forum* website (Kozinets, 2020). To locate the information to be saved for this study, all threads that were potentially relevant to netnography research objectives on the site were identified. Since the *Purseblog forum* is established for facilitating the discussion of general luxury-branded accessories, the forum includes threads that are related not only to the discussion of pre-owned luxury-branded items but also new luxury items (PurseForum, 2021). A general collection and filtering strategy was employed to identify the topics of threads that were of interest for this study (Berdychevsky and Nimrod, 2015).

The development of search keywords involved five steps (Veloutsou et al., 2022). Considering that consumers' online shared pre-owned luxury consumption experiences were the focus, two themes that should be included in the search keywords were first identified,



which are “buy” and “pre-owned” (Step 1). These two proposed themes were reviewed by marketing experts during a meeting to confirm their feasibility (Step 2). The researcher then independently brainstormed a list of candidate keywords for the two themes (Step 3). For instance, “purchase/purchasing”, “consume/consuming”, “obtain/obtaining” as the synonyms of “buy” were selected, because both the verb and gerund forms of these words can imply that the corresponding thread content is related to the discussion of consumers’ acquisition behaviour. The first draft of the keyword list was discussed with marketing experts (the researcher’s supervisors) during a second-round meeting to solicit feedback for further revisions (Step 4). Based on the suggestions, a second draft of the keywords list was produced, further reviewed, and ultimately approved by supervisors (Step 5). The final search keywords are (“Buy/Buying” OR “Obtaining/Obtain” OR “Purchasing/Purchase” OR “Acquire/Acquiring” OR “Consume/Consuming”) + (“Pre(-)owned” OR “Pre(-)loved” OR “Second(-)hand” OR “Vintage” OR “Used” OR “Collectible/Collection”).

The search functions of Purseblog forum and Google were used to identify threads. The forum’s advanced search function can directly retrieve the titles of threads that contain the keywords entered in the search box (Forum search, 2022). Furthermore, the site search function of Google can help identify all threads that are potentially relevant to these keywords on the forum, not limited to the titles, which was used as a supplement to a direct forum search to avoid missing relevant threads (Google support, 2022). To activate the site search function, search keywords were further transformed into new search keywords by adding the suffix “site: forum.purseblog.com” to search via Google.

The introduction information displayed on the first page of each identified thread was first carefully read to determine their relevance. Only threads deemed relevant to the netnography research objectives were selected as potential data sources (Kozinets, 2022), and they needed to meet at least one of the following criteria. The first was threads for encouraging forum members to share their pre-owned luxury consumption experiences and stories; the second was threads related to consumers’ discussions of their thoughts on why pre-owned luxury brands are more attractive to them; and the third was threads allowing forum members to share their new discoveries of pre-owned luxury brands.

In terms of time period, threads initiated in the past 15 years were all included for the following reasons. Although pre-owned luxury consumption has gradually gained more attention in academia in the past few years (Turunen et al., 2015; Ryding et al., 2017), this phenomenon has existed for a longer time (PurseForum, 2021). As the world’s largest online

fashion community, *Purseblog forum* was founded in 2005 to provide a platform for luxury lovers to freely discuss this topic (PurseForum, 2021). Investigating the threads created since the forum was established can shed light on the phenomenon of pre-owned luxury consumption that has been happening over time but that did not receive enough academic attention until recent years. Finally, 37 relevant threads were confirmed (see Table 8.4).

**Table 8.4 List of identified threads on Purseblog forum**

NO.	Thread name	Website linkage	Number of replies	Time period
1	Secondhand bargains, let's see your cheap treasures!	<a href="https://forum.purseblog.com/threads/secondhand-bargains-lets-see-your-cheap-treasures.848522/page-876">https://forum.purseblog.com/threads/secondhand-bargains-lets-see-your-cheap-treasures.848522/page-876</a>	13255	23/12/2013 to 18/05/2022
2	Vintage Coach Photos & Chat	<a href="https://forum.purseblog.com/threads/vintage-coach-photos-chat.857690/">https://forum.purseblog.com/threads/vintage-coach-photos-chat.857690/</a>	28154	02/03/2014 to 18/05/2022
3	Do you buy preloved?	<a href="https://forum.purseblog.com/threads/do-you-buy-preloved.965872/">https://forum.purseblog.com/threads/do-you-buy-preloved.965872/</a>	129	16/03/2017 to 16/12/2021
4	Why do people buy pre-loved Chanel at such high prices?	<a href="https://forum.purseblog.com/threads/why-do-people-buy-pre-loved-chanel-at-such-high-prices.1035957/">https://forum.purseblog.com/threads/why-do-people-buy-pre-loved-chanel-at-such-high-prices.1035957/</a>	44	18/10/2020 to 18/03/2022
5	Luxury brands managing their own preloved market	<a href="https://forum.purseblog.com/threads/luxury-brands-managing-their-own-preloved-market.1035349/">https://forum.purseblog.com/threads/luxury-brands-managing-their-own-preloved-market.1035349/</a>	11	06/10/2020 to 11/10/2020
6	Do you buy second hand?	<a href="https://forum.purseblog.com/threads/do-you-buy-second-hand.369754/">https://forum.purseblog.com/threads/do-you-buy-second-hand.369754/</a>	47	11/10/2008 to 14/10/2008
7	Who else loves preloved designer fashion?	<a href="https://forum.purseblog.com/threads/who-else-loves-preloved-designer-fashion.986236/page-2">https://forum.purseblog.com/threads/who-else-loves-preloved-designer-fashion.986236/page-2</a>	35	28/04/2018 to 29/09/2018
8	Buying new or pre-owned?	<a href="https://forum.purseblog.com/threads/buying-new-or-pre-owned.1001546/page-2">https://forum.purseblog.com/threads/buying-new-or-pre-owned.1001546/page-2</a>	90	18/12/2018 to 04/02/2022
9	how to be ok with preloved ...some insight pls (reissue)	<a href="https://forum.purseblog.com/threads/how-to-be-ok-with-preloved-some-insight-pls-reissue.999503/">https://forum.purseblog.com/threads/how-to-be-ok-with-preloved-some-insight-pls-reissue.999503/</a>	52	14/11/2018 to 22/11/2018
10	New vs Preloved	<a href="https://forum.purseblog.com/threads/new-vs-preloved.828004/page-2">https://forum.purseblog.com/threads/new-vs-preloved.828004/page-2</a>	46	20/07/2013 to 26/07/2013
11	Is there a problem with buying pre loved?	<a href="https://forum.purseblog.com/threads/is-there-a-problem-with-buying-pre-loved.959511/page-2">https://forum.purseblog.com/threads/is-there-a-problem-with-buying-pre-loved.959511/page-2</a>	151	26/01/2017 to 22/01/2022
12	Vintage Bags anyone?	<a href="https://forum.purseblog.com/threads/vintage-bags-anyone.14718/page-72">https://forum.purseblog.com/threads/vintage-bags-anyone.14718/page-72</a>	1097	26/04/2006 to 25/04/2022
13	Do you buy pre-loved more often or in store?	<a href="https://forum.purseblog.com/threads/do-you-buy-pre-loved-more-often-or-in-store.981995/">https://forum.purseblog.com/threads/do-you-buy-pre-loved-more-often-or-in-store.981995/</a>	43	12/03/2018 to 29/04/2018
14	Buying a Pre-loved LV ? regrets?	<a href="https://forum.purseblog.com/threads/buying-a-pre-loved-lv-regrets.877764/">https://forum.purseblog.com/threads/buying-a-pre-loved-lv-regrets.877764/</a>	73	11/08/2014 to 30/03/2022
15	First Chanel bag – buy new or preloved?	<a href="https://forum.purseblog.com/threads/first-chanel-bag-buy-new-or-preloved.1034288/page-2">https://forum.purseblog.com/threads/first-chanel-bag-buy-new-or-preloved.1034288/page-2</a>	22	13/09/2020 to 05/05/2022
16	How do you feel about buying preloved or vintage handbags?	<a href="https://forum.purseblog.com/threads/how-do-you-feel-about-buying-preloved-or-vintage-handbags.867926/">https://forum.purseblog.com/threads/how-do-you-feel-about-buying-preloved-or-vintage-handbags.867926/</a>	52	15/05/2014 to 29/01/2022
17	Brand new or second hand?	<a href="https://forum.purseblog.com/threads/brand-new-or-second-hand.961789/page-2">https://forum.purseblog.com/threads/brand-new-or-second-hand.961789/page-2</a>	21	05/03/2017 to 07/03/2017
18	Buying vintage vs new opinions please....	<a href="https://forum.purseblog.com/threads/buying-vintage-vs-new-opinions-please.1045488/">https://forum.purseblog.com/threads/buying-vintage-vs-new-opinions-please.1045488/</a>	31	25/08/2021 to 13/12/2021
19	The Vintage Thread!	<a href="https://forum.purseblog.com/threads/the-vintage-thread.833567/">https://forum.purseblog.com/threads/the-vintage-thread.833567/</a>	4391	27/08/2013 to 13/05/2022
20	Opinions Wanted: Preloved VS. NEW	<a href="https://forum.purseblog.com/threads/opinions-wanted-preloved-vs-new.1031477/">https://forum.purseblog.com/threads/opinions-wanted-preloved-vs-new.1031477/</a>	31	15/07/2020 to 26/04/2021
21	LV Lovers - when do you buy new and when do you buy preloved?	<a href="https://forum.purseblog.com/threads/lv-lovers-when-do-you-buy-new-and-when-do-you-buy-preloved.999253/">https://forum.purseblog.com/threads/lv-lovers-when-do-you-buy-new-and-when-do-you-buy-preloved.999253/</a>	32	11/11/2018 to 03/02/2022
22	should i buy a pre-loved bag?	<a href="https://forum.purseblog.com/threads/should-i-buy-a-pre-loved-bag.930651/">https://forum.purseblog.com/threads/should-i-buy-a-pre-loved-bag.930651/</a>	51	05/01/2016 to 19/12/2021
23	Shopping for pre-loved..... How do you feel about it?	<a href="https://forum.purseblog.com/threads/shopping-for-pre-loved-how-do-you-feel-about-it.941072/">https://forum.purseblog.com/threads/shopping-for-pre-loved-how-do-you-feel-about-it.941072/</a>	31	01/05/2016 to 10/06/2017
24	Let's be honest... Is it best to buy a used Chanel or buy Chanel at Chanel Boutique	<a href="https://forum.purseblog.com/threads/lets-be-honest-is-it-best-to-buy-a-used-chanel-or-buy-chanel-at-chanel-boutique.661253/">https://forum.purseblog.com/threads/lets-be-honest-is-it-best-to-buy-a-used-chanel-or-buy-chanel-at-chanel-boutique.661253/</a>	380	09/02/2011 to 28/07/2017

NO.	Thread name	Website linkage	Number of replies	Time period
25	Would you purchase a 2nd hand/used LV?	<a href="https://forum.purseblog.com/threads/would-you-purchase-a-2nd-hand-used-lv.360083/">https://forum.purseblog.com/threads/would-you-purchase-a-2nd-hand-used-lv.360083/</a>	196	23/09/2008 to 23/02/2022
26	Dated or classic (pre-loved/vintage) Chanel?	<a href="https://forum.purseblog.com/threads/dated-or-classic-pre-loved-vintage-chanel.1021034/">https://forum.purseblog.com/threads/dated-or-classic-pre-loved-vintage-chanel.1021034/</a>	5	02/12/2019 to 16/02/2022
27	Do you value your pre-loved bags as much as your purchased-new ones?	<a href="https://forum.purseblog.com/threads/do-you-value-your-pre-loved-bags-as-much-as-your-purchased-new-ones.978952/">https://forum.purseblog.com/threads/do-you-value-your-pre-loved-bags-as-much-as-your-purchased-new-ones.978952/</a>	44	28/01/2018 to 27/01/2022
28	Buying a preloved Cartier love bracelet	<a href="https://forum.purseblog.com/threads/buying-a-preloved-cartier-love-bracelet.900610/">https://forum.purseblog.com/threads/buying-a-preloved-cartier-love-bracelet.900610/</a>	20	31/03/2015 to 03/07/2015
29	Buying used bags	<a href="https://forum.purseblog.com/threads/buying-used-bags.48269/">https://forum.purseblog.com/threads/buying-used-bags.48269/</a>	98	18/09/2006 to 05/10/2006
30	Would you consider purchasing a used designer bag?	<a href="https://forum.purseblog.com/threads/would-you-consider-purchasing-a-used-designer-bag.206610/">https://forum.purseblog.com/threads/would-you-consider-purchasing-a-used-designer-bag.206610/</a>	69	14/11/2007 to 18/02/2008
31	So what is your opinion on buying used purses?	<a href="https://forum.purseblog.com/threads/so-what-is-your-opinion-on-buying-used-purses.75478/">https://forum.purseblog.com/threads/so-what-is-your-opinion-on-buying-used-purses.75478/</a>	135	22/12/2006 to 09/06/2007
32	Would you buy a Second Hand Mulberry?	<a href="https://forum.purseblog.com/threads/would-you-buy-a-second-hand-mulberry.470481/">https://forum.purseblog.com/threads/would-you-buy-a-second-hand-mulberry.470481/</a>	34	09/06/2009 to 12/06/2009
33	How do you feel about Vintage Bags?	<a href="https://forum.purseblog.com/threads/how-do-you-feel-about-vintage-bags.967187/">https://forum.purseblog.com/threads/how-do-you-feel-about-vintage-bags.967187/</a>	40	09/06/2017 to 14/05/2022
34	Do you buy preowned Chanel?	<a href="https://forum.purseblog.com/threads/do-you-buy-preowned-chanel.511561/">https://forum.purseblog.com/threads/do-you-buy-preowned-chanel.511561/</a>	41	28/09/2009 to 07/10/2009
35	Thoughts on buying used Mulberry Bags	<a href="https://forum.purseblog.com/threads/thoughts-on-buying-used-mulberry-bags.255439/">https://forum.purseblog.com/threads/thoughts-on-buying-used-mulberry-bags.255439/</a>	136	27/02/2008 to 13/08/2015
36	Pre-owned Bbags vs. New Bbags	<a href="https://forum.purseblog.com/threads/pre-owned-bbags-vs-new-bbags.66345/">https://forum.purseblog.com/threads/pre-owned-bbags-vs-new-bbags.66345/</a>	191	21/11/2006 to 03/04/2011
37	Why do people collect vintage or old perfumes?	<a href="https://forum.purseblog.com/threads/why-do-people-collect-vintage-or-old-perfumes.1047302/">https://forum.purseblog.com/threads/why-do-people-collect-vintage-or-old-perfumes.1047302/</a>	15	31/10/2021 to 16/11/2021

Investigative data was collected manually from forum members' replies within the 37 identified threads. Although all these threads are related to the discussion of pre-owned luxury brands, not all replies in the threads are relevant to this study. Reading, filtering, and downloading the replies one by one can ensure that the investigative database is built with the most relevance to the research objectives of this study.

Exclusion criteria of replies were established in line with the principle of fulfilling the research objectives. The following four types of replies contained a lack of research significance and were excluded from the data-collection process: (1) replies that contain only pictures or emojis without adequate information, (2) commercial or advertising replies, (3) replies on authenticating pre-owned luxury items, and (4) replies on unrelated personal or social phenomena. For instance, all replies in Thread 6 and Thread 28 were excluded. At the end of this phase, 1,268 replies that were regarded relevant to this study were selected and downloaded.

The eligible replies were saved by copying and pasting them in a Word document and were categorised by pseudonyms. The titles of the pseudonyms were also recorded, implying the members' extent of experiences with pre-owned luxury brands. For example, pseudonyms titled "O.G." means they have been active on the forum for more than 10 years. Replies

containing consumers' shared photos of their pre-owned luxury brands were saved with their text to help interpret the meanings they sought to convey. This process generated an investigative data set of netnography for subsequent data analysis.

### **8.5 Data collection operation – immersive data collection**

Immersive data collection is more about data curation and writing, which helped generate insightful understanding of the replies on the site (Gretzel, 2021). To record the researcher's immersion process and the data generated, a researcher immersion diary was established. The immersion diary was written in a Word document in diary form and in the voice of the researcher as a personal story. The writing of an immersion diary and the conduct of netnography were conducted in a similar time frame in case any subtle but significant information was lost, and recollection was difficult afterwards (Boellstorff et al., 2013).

Three main types of immersive data were collected in the researcher immersion diary (Kozinets, 2020). The first was the deep data that has high quality and is of relevance to the netnography objectives. Deep data was screened using four aspects.

(1) The replies that are subjectively important, emotionally appealing, and interoceptively appealing to the researcher were identified. For instance, one reply mentioned that buying a pre-owned luxury brand was like an experiment. *“So, then, without plunking down 1500USD for a Speedy 25 Bandouliere just to check the size, strap, vachetta vs treated leather etc etc. I ran my experiment on a preloved Speedy. This would be the only reason I'd get a model that is still in production.” (Kyuri)*

(2) The innovative ideas, needs, and new concepts put forward by those lead users on the site were also recorded (Von Hippel, 1986). For instance, some replies used the term *new-to-me* to refer to pre-owned luxury brands. *“Joining the vintage family with my new-to-me 0-series beige lambskin small camera bag.” (Thundercloud)*

(3) The unique expressions, experiences, or stories of some members that contradict the researcher's existing knowledge were regarded as a “black swan” and were recorded. For example, a few replies mentioned that pre-owned can be considered even newer than new. *“I've purchased a pre-owned Chanel from last season off eBay, in \*immaculate\* condition that looks newer than the same one I've seen at my local Chanel store that's been tried on over and over with fingernails raked across it.” (FlipDiver)*

(4) The overlooked but unique recurring replies from the site, such as some language fragments, were recorded with the expectation of capturing greater truth. For example, one typical recurring reason to acquire pre-owned luxury brands is worry-free use. *“I take care of my things but have a very casual lifestyle and don’t want to stress about marks etc.”* (Islandbreeze)

Those replies on the forum that fit, break, expand, or inform the extant theory were collected as the second type of immersive data (Kozinets, 2020; Gretzel, 2021). Drawing from the immanent criticism method (Antonio, 1981), this type of immersive data is used for juxtaposition and comparison with theories deployed by the researcher to generate a richer interpretation of pre-owned luxury consumption. For example, prior studies’ conceptualisations of pre-loved luxury, vintage luxury, and second-hand luxury were first synthesised from the systematic literature review. These existing definitions were then compared with the identified replies that also described the meanings of pre-owned luxury brands. Those replies deemed informative for the advancement of knowledge are recorded as immersive data in the immersion diary, such as *“Second hand doesn’t always mean used.”* (Sparkletastic)

The third type of immersive data was collected based on self-reflection (Kozinets, 2020). This data aims to provide a profound cultural explanation for the research goal (Emerson et al., 1995). In this project, replies that can generate a questionable or shocked feeling were highlighted by using the contemplation method (Kozinets, 2020). For example, one noteworthy reply reported that an arrogant shopping assistant is the main reason for driving her to consume pre-owned luxury brands. *“I almost always buy pre-loved!!! Sometimes the LV sales associates are kinda snobby!”* (Kendra j). To reflect on this reply, the researcher asked himself several questions, including “What happened?”, “What is important/interesting?”, “Do others seem to feel this way as well”, and “What I can learn from it?”. Answers to these questions were recorded as footnotes below this reply in the immersion diary to provide implications for exploring the netnography objectives.

The immersion diary was written periodically from 19 November 2021 to 27 March 2022 in both English and Chinese. The use of two languages can help the researcher to accurately and instantly express and record his fleeting and valuable ideas. As a result, 25 pages of text were produced for the immersion diary. An example of the created immersion diary (screenshots) is displayed in Appendix F. The data, both replies and reflection, that was

deemed important enough by the researcher to be saved in the immersion diary is used as the potential source for presenting and explaining the netnography findings (Kozinets, 2020).

## **8.6 Ethical consideration**

Ethical compliance with netnography data collection is considered throughout (Kozinets, 2020). Data indicated that approximately 70% of published netnography studies lacked disclosure of their ethical considerations, which is crucial to help achieve a balance between the potential risks of a study and its possible benefits (Arifin, 2018). A consequentialist ethics moral root was maintained in this study to estimate the potential harms and benefits of research actions based on estimated likely consequences and to act in advance for the greater good (Mendola, 2006). For example, although there is no restriction on the use of online forum members' comments in the "PurseForum Community Rules", it is likely that not all forum members are willing to allow their comments to become research data. Since a consequentialist ethics moral root was established for this study, the researcher considers that the findings can realise significant benefit in terms of understanding the phenomenon of pre-owned luxury consumption, so these traces were still collected for investigation.

The ethics process flowchart containing a set of self-asked questions was applied as guidance to ensure that the netnography design is ethical for this data collection (Kozinets, 2020) (Table 8.5). By answering these questions, potential ethical risks were checked and minimised throughout the netnography data-collection process.

**Table 8.5 The Netnography ethics evaluation process of this project**

NO.	Self-asked questions	Answer to questions	Ethical compliance explanations
1	What is the openness of data sources?	Public site	The netnography data was collected from the <i>Purseblog forum</i> . Replies on the forum are accessible to the public and do not require registration or password login, which is ethical (Dessart and Cova, 2021), as consumers who published their replies are already aware that others may see or use them.
2	Are user rights respected?	Yes	“PurseForum Community Rules” were reviewed, and no restriction on the use of replies as research sources was identified before <i>Purseblog forum</i> was confirmed as the data-collection site (PurseForum rule, 2022).
3	Does data collection reveal private interactions?	No	Investigative data was collected directly from the existing public replies under identified threads. Immersive data also does not contain any private interactions.
4	Is the research topic sensitive?	No	Since consumers’ online shared consumption experience with pre-owned luxury brands is the focus, no personally sensitive information, stigmatised behaviours, body images, or illegal behaviours will be revealed, defined (Kozinets, 2020) .
5	Whether vulnerable population will be involved?	No	Online consumers are less likely to be a vulnerable population, which is defined as people who are unable to provide full consent or who have mental issues (Kozinets, 2020). All members need to register first before posting online, and the registration process requires the confirmation of understanding and consenting to the “PurseForum Community Rules”.
6	Does data appropriately anonymized?	Yes	<i>Purseblogforum</i> was first anonymised as “PF” to make the original netnography data quotes less likely to be traceable (Kozinets, 2020). Consumers’ privacy was protected by recording their online replies under their registered nicknames.
7	Is the collected data stored securely?	Yes	All documents related to netnography data collection are stored safely in the researcher’s laptop computer protected by password, which can be accessed only by members of the research team (Easterby-Smith et al., 2015).

### 8.7 Data analysis approach

An immanent integrationist approach was adopted to analyse and interpret the investigative netnography data set. The immanent integrationist approach hybridises the breaking-down and coding methods of thematic analysis with the cultural hermeneutic interpretation methods (Kozinets, 2020). Applying immanent integration in netnography can help the researcher notice and confront the impact of their initial assumptions and filters on data analysis (Kozinets, 2020).

The same six-step thematic analysis procedure used in analysis of the semi-structured interview data was first adopted to analyse the netnography data to explore its embedded patterns of meanings (Gioia et al., 2013; Vaismoradi et al., 2013; see Table 8.6). The hermeneutic interpretation method was then applied in conjunction with the immersion diary to produce interpretation of the netnography data findings: themes, sub-themes, and codes. Interpretation is declared as the acts that transcend the data analysis because the interpretation process helps the researcher make sense of and explore the significant meanings from the analysed data to achieve the netnography research objectives (Wolcott,

1994; Kozinets, 2020). Each of the six operations suggested in the hermeneutic interpretation method –theming, talenting, totalising, translating, turtling, and troublemaking – were conducted discretionally in combination according to research needs to effectively communicate the data findings and analysis (Kozinets, 2020).

**Table 8.6 Thematic analysis of netnography data**

<b>Steps</b>	<b>Actions</b>
<b>Step1: Familiarizing yourself with data</b>	<p>The netnography data set was first collated by removing the formats, tags, and contextual cues attached to place them in a form that can be coded explicitly.</p> <ul style="list-style-type: none"> <li>• As a result, a 330-page-long investigative data set was created, containing 117,745 words generated from 1,268 replies.</li> <li>• The saved replies in the data set were first read thoroughly to gain an overall impression of the contents.</li> <li>• Notes related to the replies that appear to be novel or interesting were also taken.</li> </ul>
<b>Step 2: Generating initial codes</b>	<ul style="list-style-type: none"> <li>• Replies were reviewed word by word to identify the data extracts that are relevant to the netnography data-collection objectives.</li> <li>• Data extracts were coded abductively, using the NVivo software, to generate an initial set of codes.</li> </ul>
<b>Step 3: Searching for themes</b>	<ul style="list-style-type: none"> <li>• Generated codes and their corresponding data extracts were organised in an Excel spreadsheet and read repeatedly to identify their sub-themes and themes through combining and grouping.</li> <li>• Themes were produced in relation to the fulfilment of netnography research objectives.</li> </ul>
<b>Step 4: Reviewing themes</b>	<ul style="list-style-type: none"> <li>• All of the identified themes were further reviewed to check the clarity of their meanings and their affiliation with the codes they contain.</li> <li>• Themes and codes that appeared to be overlapping were reproduced and regrouped to increase their distinctiveness and to avoid any potential ambiguity.</li> </ul>
<b>Step 5: Defining and naming themes</b>	<ul style="list-style-type: none"> <li>• The finalised themes and codes were then defined in a codebook to be used as a coding practice reference throughout the entire research process.</li> <li>• The codebook also serves as a guide for anyone who might read the data analysis after the study to allow them a better understanding of the coding decisions made during the study.</li> </ul>
<b>Step 6: Producing report</b>	<p>Findings related to each research objective were reported.</p> <ul style="list-style-type: none"> <li>• A report (Chapter 9) was produced to present the findings related to fulfilling the four netnography research objectives with the use of corresponding data extracts to make explanations.</li> </ul>

## 8.8 Rigour and trustworthiness of netnography

The rigour of adopting netnography as a data-collection method within the interpretivist research paradigm is followed throughout this research. A four-step operational protocol along with the corresponding sub-movements was rigorously followed from the start of data collection to the end of data analysis to systematise and standardise this highly flexible data-collection method (Kozinets, 2020). Ethical compliance within the netnography data-collection process also paid attention to minimising the potential harms of this research and the criticism it may face (Arifin, 2018). Collected data was analysed and interpreted by following the immanent integrationist approach to provide richer interpretations of netnography findings (Kozinets, 2020).



Trustworthiness as the core concept to appraise the rigor of netnography data collection was enhanced in terms of four aspects of concern (Guba, 1981; see Table 8.7).

**Table 8.7 The trustworthiness of netnography data collection**

<b>Criteria</b>	<b>Main concern</b>	<b>Safety precautions</b>
<b>Truth value (Credibility)</b>	The degree of confidence in the “truth” of netnography findings	<ul style="list-style-type: none"> <li>• As a well-established, reliable, and commonly used data-collection method for the study of cultural phenomenon, netnography was deemed suitable for studying pre-owned luxury consumption reported by consumers online (Kozinets, 2020).</li> <li>• The netnography implementation plan was revised and refined during four rounds of discussions with marketing experts to minimise any foreseeable design issues prior to data collection.</li> <li>• During the data-collection process, all of the collected investigative data was recorded directly from consumers’ online replies under the pre-selected threads, minimising inaccuracies in the data transfer process.</li> <li>• Following data collection, debriefing sessions with marketing academics were scheduled to ensure that data analysis and interpretation processes were implemented properly.</li> </ul>
<b>Applicability (Transferability)</b>	The extent of the representativeness and generalisability of netnography findings	<p>Only the most relevant and representative replies were selected.</p> <ul style="list-style-type: none"> <li>• Relevance was ensured by first applying the pre-established inclusion criteria to select threads and then using the exclusion criteria to further filter the replies under threads.</li> <li>• Representativeness was ensured by selecting the world’s largest online fashion community, Purseblog forum, as the data-collection site. The high level of diversity of members’ social-cultural background implies the high representativeness of data to the entire population of pre-owned luxury brand consumers (PurseForum, 2021).</li> <li>• Taking consideration of the possible changes in consumer attitudes towards pre-owned luxury consumption, all of the valuable consumer replies since 2005 were included.</li> </ul>
<b>Consistency (Dependability)</b>	The extent to which netnography findings can be repeated.	<ul style="list-style-type: none"> <li>• The highly structured four-step operational protocol guided the design of the netnography data-collection process in a detailed manner, which is repeatable if the netnography data was collected again.</li> </ul>
<b>Neutrality (Confirmability)</b>	The degree to which netnography findings objectively reflect the opinions of online members	<ul style="list-style-type: none"> <li>• The investigative data was downloaded directly from the threads on the Purseblog forum website, ensuring that it is traceable, objective, and not influenced by the researcher’s subjective biases.</li> <li>• The immersion diary sought to fostering the data curation and writing process, not to alter or create data according to the researcher’s subjective will. By identifying valuable data, the immersion diary can help to accurately interpret online consumers’ experience with buying and selling pre-owned luxury brands.</li> </ul>

## 8.9 Chapter summary

This chapter presented the methodology followed to collect, analyse, and interpret the netnography data. The four-step operational procedure followed to guide the overall conduct of netnography in this research was first examined (Kozinets, 2020). This chapter then described the five sub-operations – simplify, search, scout, select, and save – conducted to determine the site of interest for conducting the netnography. Initially, 60 sites were

identified from Google, Facebook, Twitter, and Instagram. After exclusion, Purseblog forum was finally selected as the website on which to undertake netnography.

This chapter then explained in detail the netnography data-collection operations. Existing threads on the Purseblog forum were chosen for the collection of online traces as investigative data. The established inclusion criteria and the process followed to identify relevant threads from the Purseblog forum were first described. As a result, 37 relevant threads were identified. Then, the exclusion criteria applied to filter out replies and threads that lacked useful information were explained. By saving eligible replies from the remaining 35 threads, a 330-page-long investigative data set of netnography was created, containing 117,745 words. This chapter then explained the process followed to collect immersive data by using an immersion journal. The three main types of immersive data collected were explained. Finally, a 25-page immersion journal was produced by the researcher.

This chapter also highlighted the actions taken to minimise potential ethical issues during the process of conducting netnography. Firstly, the consequentialist ethics moral root adopted in this study was explained. Then, the ethics process flowchart followed throughout the entire netnography data-collection process was presented to demonstrate the ethical compliance of this study.

After elaborating on the data-collection process, this chapter explained the application of an immanent integrationist approach (Kozinets, 2020), including thematic analysis and hermeneutic interpretation, to analyse the netnography data and to interpret its findings. Finally, efforts to enhance four aspects of trustworthiness of the netnography data collection were presented.

## CHAPTER 9 FINDINGS – QUALITATIVE NETNOGRAPHY

### 9.1 Introduction

This chapter presents the findings identified from the analysis of netnography data. Netnography findings aim to enrich the understanding of pre-owned luxury consumption supported by digital interaction and sharing, to complement and triangulate with the semi-structured interview findings and systematic literature review findings.

This chapter is structured according to the order of fulfilment of the five netnography research objectives. Findings that relate to the identified five forms of pre-owned luxury brands and their meanings are first presented in Section 9.2. Then, the 10 themes of influential factors – eight themes of motivating factors, two themes of facilitating factors, and three themes of hindering factors – of pre-owned luxury consumption are reviewed in Section 9.3. After that, eight groups of pre-owned luxury brand consumers' demographics in terms of their buying habits recognised from netnography data analysis are discussed in Section 9.4. This is followed by explanations of the two types of online channels and four types of offline channels through which consumers acquire their pre-owned luxury brands in Section 9.5. Finally, the identified positive relationship between consumers and their pre-owned luxury brands along with its six sub-themes of indicators are discussed to answer the fifth netnography data-collection objective.

### 9.2 Forms and meanings of pre-owned luxury branded items

This section presents one theme of netnography findings related to fulfilling Research Objective 3.1, aiming to identify the terms consumers use to describe pre-owned luxury brands online and their meanings. The analysis reveals five terms used by online consumers: *pre-owned luxury brand*, *pre-loved luxury brand*, *vintage luxury brand*, *second-hand luxury brand*, and *new-to-me luxury brand* (see Table 9.1). Netnography findings are expected to add rich insight into the pre-owned luxury consumption phenomenon supported by digital interaction.

**Table 9.1 Forms and meanings of pre-owned luxury branded items**

Theme	Forms	Codes
Forms of existence of pre-owned luxury brand	Pre-owned luxury brand	Preowned luxury can be either cheap or expensive.
	Pre-loved luxury brand	Barely used.
		Unaccustomed feelings.
	Vintage luxury brand	Over 20 years old, At least 10 years old, Depends on the luxury category.
		Once coveted.
		High price.
		Classic.
	Second-hand luxury brand	Irrelevant to year.
Not necessarily used.		
New-to-me luxury brand	New to consumers.	
	Positive feeling.	

As with interview findings, a pre-owned luxury brand was identified as a term frequently used by online consumers to describe those luxury brands circulated on the secondary market. Replies from online consumers did not reveal that the term pre-owned luxury was being used to refer specifically to any type of luxury brand. Instead, consumers usually think of pre-owned luxury as a broad term that can refer to all luxury brands that circulate on the second-hand market. For example, when discussing the monetary value of pre-owned luxury brands, some consumers believe that pre-owned luxury is usually cheaper than new luxury brands, so they are attracted to buy.

*“I have purchased both new and pre-owned. As a CPA, no amount of boutique experience high will ever feel as good as an extra \$1500 in my bank account for me.” (Deltalady, 27/08/2016, O.G.)*

Whereas other consumers highlighted that although these brands were previously owned, they are not necessarily used. In fact, pre-owned luxury brands in pristine condition with coveted design can have high monetary value.

*“Hmm, first of all, i've to say that not all pre-owned bag is a lot cheaper than brand new ones. Esp those which have been hardly used, in pristine condition, and comes in a coveted design.” (Felle1984, 05/10/2009, O.G.).*

Given the broad description of pre-owned luxury brand identified from netnography, the term pre-owned luxury brand can refer to any luxury brands that have been owned before, which is an umbrella term that includes other forms of luxury brands circulated on the second-hand marketplace.

Pre-loved luxury brand was also found to be a term mentioned by online consumers from netnographic analysis. However, different from parts of the interview findings, some online consumers reported their unaccustomed feelings when they heard the term pre-loved luxury brand. An unaccustomed feeling refers to consumers' unusual or out of the ordinary feelings towards the term pre-loved. For example, one forum member commented that the use of pre-loved luxury brand to describe those luxury brands acquired as second-hand makes them feel funny.

*“It always amuses me how people no longer say 'used' or 'second-hand' and use 'pre-loved' or other more desirable phrases. :giggles:” (GillianAnnie, 28/02/2013, Member).*

Another forum member even stated that they despise the term pre-loved.

*“OP - thanks for using the term pre-owned. I despise pre-loved!” (Sugartats, 21/12/2018, Member).*

The reason these consumers feel uncomfortable with the word pre-loved may be that they find the term to be exaggerated when used to describe second-hand luxury goods. On the one hand, these consumers may be unable to understand why the purchase of a pre-owned luxury brand is associated with the word love; on the other hand, they may see that this is often used as a marketing term, which creates a sense of resistance.

Another identified characteristic of pre-loved luxury brands relates to their condition. Forum members mentioned that pre-loved luxury is not necessarily overused but can include barely used items. This finding is consistent with interview findings, in which some consumers stated that pre-loved luxury brand refers only to luxury brands that were once taken good care of. For example, an online consumer commented that they often find pre-loved luxury brands that are almost new.

*“I think people have this pre-conceived notion that pre-loved bags should look beat up. Totally not the case as I've gotten gems that have been barely used and look almost new. These are usually from Collectors who only use their bags for special occasions. So, they stay pristine.” (Bisoux78, 17/07/2018, O.G.).*

According to the netnography findings, pre-loved luxury brand can refer to those pre-owned luxury brands that are believed to be rarely used, and consumers have polarised opinions on the valence of this term.

The third term frequently mentioned by forum members is vintage luxury brand. Netnographic analysis revealed four characteristics of vintage luxury brands, with the first being time of production. It was found that forum members also use time of production as a universally acknowledged criterion for judging whether a pre-owned luxury branded item is vintage or not. Most forum members believe that vintage luxury brands should have been produced at least 20 years ago. The 20-year time span of vintage luxury brand seems to be an unwritten rule. For example:

*“To be considered 'vintage' bags need to be at least 20 years, so all of the bags that were made in 1994 with the 'new' (and logical for Coach) serial numbering system become vintage this year!” (Two.time.bags, 02/03/2014, Member).*

*“Vintage is anything 20 years old & up. So those small leather pieces aren't vintage yet :smile:” (Coachaddict4020, 26/01/2022, Member)*

Nevertheless, the analysis also revealed several views stating that the vintage time span does not need to be 20 years but should be at least 10 years. For example:

*“It depends upon your definition of vintage. Traditionally speaking, vintage is considered 20 years old. Some consider 10 years and older to be vintage now too.” (Gblb, 20/11/2016, Member).*

The third group of forum members believe the time span for judging vintage luxury is not fixed but depends on the specific product categories to which they belong. For example, one forum member provided their opinions of professional definitions of vintage luxury brands while also suggesting that 20 years is a safe judging criterion of time span.

*“A "vintage" car is 1930 or older (Classic car is 20 years in the US, pre 1973 in the UK); a "vintage" watch is 25 years old or older -even though watches have been around longer than cars; vintage clothing is 20 years, all by most professional definitions. So, 20 years is a safe number :smile:” (QuelleFromage, 09/06/2017, O.G.).*

In summary, time of production is a necessary condition for deciding whether pre-owned luxury brands can be regarded as vintage luxury. The time of production required for pre-owned luxury brands to be known as vintage depends on their product categories and the subjective criteria set by individual consumers but is typically 20 years.

The second identified characteristic of a vintage luxury brand is known as once coveted, which designates that vintage luxury brands should be those luxury branded products that

were greatly desired or envied by consumers in the era in which they were produced. For example, one forum member explained that:

*“Now, I want to clarify the difference between vintage and garage sale used! LOL.... I am talking handbags that were coveted at one time (and still are) but are no longer in production and hard to find.” (rtydlacka, 09/06/2017, Member).*

Another distinction is that luxury brands that can be called vintage luxury should be high-end and highly sought after since their original production and release, rather than luxury branded items that were used extensively in the past, even these items also have existed for many years.

The third identified characteristic of vintage luxury is high price. The monetary value of vintage luxury is often high and appreciates with time. For example, forum members provided examples of the rising prices of vintage luxury handbags:

*“I purchased a vintage M/L classic double flap a few years ago and I paid \$1,500. She is in excellent condition, no flat quilts. Now I see vintage M/L classic double flaps going for \$3K + that are in less than good condition.” (PurpleRabbit, 19/10/2020, Member).*

The last characteristic is that vintage luxury brands need to possess the classic style that has lasted for years but that is still accepted by a wide range of people. For instance, online consumers commented that:

*“Vintage has been making a comeback and for good account. You can never go wrong with the classic styles of the 40's and 50's. Chic and classy.” (Kimbend, 10/03/2012, Member).*

In summary, although previous studies have explained that vintage luxury brands need to be at least 20 years (Battle et al., 2018; Carey et al., 2018; Turunen et al., 2020), netnography findings indicate that this time-span criterion is not fixed and should be established by considering the product category of the luxury brand in question. In that case, vintage luxury brands can be defined as those classic pre-owned luxury brands that were once coveted by consumers; that are normally, but not always, produced 20-plus years ago; and that are characterised by a high price.

The fourth term used by forum members in their comments is second-hand luxury brand. Two characteristics of this term were recognised, namely, irrelevant to year and not

necessarily used. The first characteristic, irrelevant to year, means that second-hand luxury can refer to the luxury brands that were produced in any year, not simply a specific one. For example, one forum member compared second-hand luxury brands to vintage luxury brands, explaining that:

*“Vintage is 20 years or more old. Second hand is not related to year of release...it can be a current collection.” (Snibor, 20/12/2021, O.G.).*

The second characteristic, not necessarily used, contrasts with the definition of second-hand luxury brand identified in the semi-structured interviews and the systematic literature review (Turunen and Leskinen, 2015; Turunen et al., 2020). Forum members suggested that a second-hand luxury brand does not always mean it was previously used, meaning the term can include both new and never-used items. To illustrate,

*“Completely agree with these two comments. Second hand doesn’t always mean used. New / never used second hand can be a great way to save on a bag.” (Sparkletastic, 12/03/2018, O.G.).*

*“Isn't that a generalization on the condition of all 2nd hand bags? Not all are used to the point that they become as you have likened them. It is possible that a first owner may have never used the bag at all!” (Ayla, 24/09/2008, O.G.).*

According to the description of forum members, the meaning of second-hand luxury brand seems to be like that of a pre-owned luxury brand, which refers to luxury branded items that have been owned previously but not necessarily used. However, forum members’ elimination-based descriptions of the meaning of second-hand luxury brand may be inaccurate. The possible reason is that online consumers did not notice that pre-owned and second-hand express different meanings when using them to describe those luxury branded items circulating on the markets.

Netnographic analysis also indicated that some consumers prefer to call the luxury brands they acquired from the secondary market new-to-me luxury. The most prominent characteristic of the new-to-me luxury brand that was emphasised by several forum members is their new ownership. Regardless of the year in which these pre-owned luxury brands were produced, these consumers consider them to be brand-new to them. For example:

*“I like vintage bags too.... even though I actually carried those Gucci styles back in the eighties, so they were new to me.... lol. I inherited a bunch from my mom and aunt too.” (Windycityaj, 24/06/2011, O.G.).*



*“Thrifed yesterday, already carrying today, new to me Loewe vintage crossbody \$12.” (Magdalinka, 27/09/2020, O.G.).*

It was also found that forum members who prefer to use the term new-to-me luxury often exhibit their pleasant feelings about acquiring these luxury brand items. Therefore, the term new-to-me luxury also implies the new owner’s positive emotion attached to the item. To illustrate:

*“Hello ladies, finally I can join you in this group. Here is my new to me Diana flap 11” caviar. I love this style but couldn’t get myself to buy lambskin, so I waited for so long and as soon as I saw a caviar pop up, I knew I just had to have her.” (UpTime, 16/01/2016, Member).*

Rather than describe or emphasise the past life experience or the state of these pre-owned luxury brands as one would do with other terms, the term new-to-me luxury brand reflects that consumers are willing to put aside the past and focus on their new life with their pre-owned luxury brands. Therefore, a new-to-me luxury brand can be regarded as a term used by consumers to indicate the positive emotions attached to their luxury branded items acquired from the secondary market. Regarding previous literature on pre-owned luxury consumption, no study has identified the term new-to-me luxury brand although it was used widely by online consumers.

### **9.3 Influential factors of pre-owned luxury consumption**

Identifying influential factors of pre-owned luxury consumption aims to fulfil the second netnography research objective. Data analysis revealed eight themes of motivating factors, two themes of facilitating factors, and three themes of hindering factors that can influence consumers’ acquisitions of pre-owned luxury brands (see Table 9.2).

**Table 9.2 Summary of findings on influential factors of pre-owned luxury brand**

Influential factors	NO.	Themes	Sub-themes
Motivating factors	1	Economic concern	Budgeting concern
			Fair price concern
			Value appreciation concern
			Value preservation concern
	2	Critical concern	Ethical consumption
			Avoidance of conventional channels
	3	Brand-related concern	Brand as product - Availability aspect
			Brand as product - Attributes aspect
			Brand channel experience – pre-owned aspect
			Brand channel experience - new aspect
			Brand relationship development
	4	Individual consumption experiential value concern	Pre-consumption experience
			Purchasing experience
			Consumption of the experience
			Memory of the experience
	5	Sentimental/emotional value concern	Nostalgia
			Historical connection
			Sympathy
			Family legacy
	6	Self-identification concern	Self-esteem
			Self-image enhancement
			Self-image display
	7	Functionality concern	Utility value
			Perceived quality
8	Social value concern	Social contact	
		Social identity value	
		Conspicuous value	
		Uniqueness	
Facilitating factor	1	Trustworthy source	Authenticity guarantee
			Flexibility
	2	Professional knowledge support	Individual competence
Hindering factor	1	Perception bias	Temporary discomfort
	2	Poor condition	Unacceptable appearance
			Secondary cost
	3	Extra uncertainty	Information asymmetry
			Authenticity risk
Channel risk			

9.3.1 Motivating factors (Theme 1): Economic concern

The first theme is related to a consumer’s concern about the economic benefits they can gain from acquiring pre-owned luxury brands. Four sub-themes of economic concern that emerged from netnography data analysis are *budgeting concern*, *fair price concern*, *value appreciation concern*, and *value preservation concern*.

The first sub-theme is budgeting concern, which including three motivating factors. Firstly, affordability of pre-owned luxury brands is found to be a factor that prompts consumer purchases. Forum members commented online that not all consumers who acquired luxury

branded items are rich enough not have to consider their budget when making a purchase. Affordability of pre-owned luxury brands is important for those consumers if they wish to maintain balance between their individual financial security and a luxury brand purchase.

*“I feel I have to comment on the “stretch the dollar/savings” issue. I am not overly wealthy or rich or anything close to that.” (DamierEbene, 22/10/2020, Member).*

The second motivator related to budgeting concern is bargain hunting. Online consumers often shared their successful experiences in finding their desired pre-owned luxury brands at lower-than-usual prices on the secondary market. Not paying retail price for a desired luxury brand and thereby saving money were found to be the main reasons for these consumers to acquire pre-owned luxury brands. For example, one forum member shared that although pre-owned luxury brands are not inexpensive, the price difference with new luxury makes her feel that she has protected her budget.

*“Not exactly cheap, but I definitely consider this one of my best bargains! A Celine Mini Luggage Tote in Camel Pebbled Leather! Purchased pre-loved on eBay and authenticated by the lovely ladies in the Celine threads. Amazing condition and I paid \$800. Definitely the cheapest I've seen pre-owned and are going new for \$3100. I'm in love!” (Kcarmona, 04/02/2014, Member).*

Another reason related to budget concern is consumers' explicit desires to free up cashflow by purchasing pre-owned luxury brands. Forum members admit that when choosing between pre-owned and new luxury brands, their selfishness with their money leads them to choose pre-owned goods. For example:

*“Preowned is cut and dry...Plus I save money, which I always love...I'd probably care more about buying new if I wanted to be recognized as a good client, but things like that were never important to me. I'm too selfish with my money” (bernz84, 16/03/2018, Member).*

Furthermore, several consumers also mentioned that luxury brand purchases are lower budget priorities for them. For example, a forum member commented that, when they are purchasing a pre-owned luxury brand, they think about saving cash for other essential expenses in their household.

*“I just know that I am careless, I love a good, thrifted item, and money goes to other more important things in my household. This is why I buy pre-loved.” (VintageLVer, 15/08/2019, Member).*

Consumers who want to free up cash by purchasing pre-owned luxury brands differ from those who focus on affordability. The former consumers seem to believe that buying a pre-owned luxury brand is not as important as spending their money elsewhere, while the latter consumers are eager to obtain luxury branded items, but their economic strength does not allow them to buy new, which prompts them to buy pre-owned.

Fair price concern was identified as the second sub-theme of factors; it refers to consumers' belief that the price of a pre-owned luxury brand is closer to the true value of the product. The unjustifiable price of new luxury was also found to be a factor that drives consumers' acquisitions of pre-owned luxury brands. Forum members commented that even the value of a new luxury brand plus the boutique experience they enjoyed when purchased it still cannot justify its price.

*"I've had the boutique experience and it's great, but not worth thousands to me. I've gotten basically brand new bags but are considered vintage by age and saved over \$2k. And I can't get myself to buy a bag that once had real gold in it and no longer does, but costs more." (Kitties Are Cute, 27/01/2016, O.G.).*

The second factor is related to the high-cost performance of pre-owned luxury brands. High-cost performance means that consumers regard their purchase of pre-owned luxury brands as helping them gain the greatest benefit from their item at a comparatively low price. For example, a forum member explained that pre-owned luxury brands are not only less expensive than new, but, more importantly, they are of better quality.

*"I love preloved! I picked up a pair of once worn Louboutins for \$50! Cheaper than topshop heels with double the quality." (Rebeccarea, 05/02/2017, Member).*

In addition, some forum members also mentioned that they are uncomfortable when paying full price for a new luxury brand, especially when they can purchase a next-to-new handbag for much less. For example, one online correspondent highlighted the tax-avoidance effect of buying pre-owned luxury brands:

*"Price - retail price + tax = "gah, what am I doing..." lol. In my head, a discount of any amount makes me feel loads better: coolio:" (beLLa <3, 18/05/2017, O.G.).*

Similarly, several consumers commented that buying a new luxury brand is a risky purchase, and they are afraid of being shortchanged when purchasing new luxury branded items:

*“I'd much prefer to pay used or Outlet prices, I feel I am being ripped off at full price :graucho:” (Mulberrygal, 05/05/2015, Member).*

These consumers, who are reluctant to pay full price for new luxury brands, may perceive luxury brands to be overpriced to cater to a crowd that likes to pay a premium for them, rather than having the quality to justify their prices. Thus, they feel cheated by paying full price for new luxury brands and, therefore, turn to pre-owned luxury brands.

Netnography data analysis also revealed that consumers' concern about wealth growth motivates their purchase of pre-owned luxury brands; this is known as value appreciation concern. Forum members mentioned that pre-owned luxury brands can be treated as a target worthy of long-term investment. One member provided an example that buying vintage Chanel is a valuable investment for her.

*“Vintage bags typically last longer, as the craftsmanship was that much better! I certainly think of vintage as an investment, especially Chanel!” (Winnie M, 18/07/2013, Member).*

In addition to buying and holding a pre-owned luxury brand for a long-term investment, netnography findings also reveal that consumers hope to obtain profits through short-term flipping of pre-owned luxury brands to support their purchases of other such products they desire. Short-term flipping refers to the practice of buying a product at a low price and selling it quickly at a higher price.

*“You could always keep one and sell one and use the funds from the sale to purchase the bag on etsy!” (Two.time.bags, 07/03/2014, Member).*

Short-term flipping may be a good way for consumers who love pre-owned luxury brands to use limited funds to continuously update their collections. On the one hand, they can get started with different types of pre-owned luxury brands in the process of continuous buying and selling. On the other hand, this is also a way to optimise their existing pre-owned luxury brands. For most consumers, buying such products but never selling them may put increasing pressure on their economic situation.

The value preservation characteristic of a pre-owned luxury brand was identified as the fourth sub-theme of factors that motivates pre-owned luxury consumption. On the one hand, forum members commented that the value of new luxury brands, especially some trendy products, will decline significantly after their purchase, while pre-owned luxury brands often

have high resale value and thereby avoid depreciation. For example, the following comment provides examples of the depreciation of new luxury brands to illustrate this point.

*“New items lose their market value the instant you purchase them. A new car drops \$10-20K as you drive off the lot. A new purse may only get 1/2 of its retail value on the pre-loved market.” (Penelopepursula, 08/12/2020, Member).*

Furthermore, purchasing pre-owned luxury brands as a test investment to experience certain styles was also identified as a motivator of pre-owned luxury consumption. Forum members shared that sometimes they buy new luxury brands that they fancied at first sight but then realised these items did not suit their styles. To enhance the certainty of such a purchase, they decided to buy pre-owned luxury brands first as a trial.

*“Sometimes I buy preloved just to try if I will like the bag and it will be practical for my use. This saves me the hassle of regretting to buy a bag I will not use and pay full price.” (paparazzi bait, 16/05/2014, Member).*

Whilst consumers' value appreciation concern has been identified in previous studies (Fox, 2018; Henninger et al., 2018), consumers' intention to acquire pre-owned luxury brands as a test investment to reduce the cost of making a wrong choice was identified in both the interview and netnography data sets. The netnography findings further confirm the necessity for luxury brand managers to devise strategies to satisfy consumers' potential fears about value when purchasing new luxury brands.

### 9.3.2 Motivating factors (Theme 2): Critical concern

The second theme for factors motivating pre-owned luxury consumption in the netnography data analysis is known as critical concern. It includes two sub-themes: *ethical consumption* and *avoidance of conventional channels*.

The first sub-theme that reflects consumers' critical concern is ethical consumption, and it includes four related motivators. Firstly, forum members expressed their preference for circular fashion. Several comments indicated that consumers believe it would be better to give discarded luxury brands a new life rather than sending them to a landfill. To illustrate, consumers commented online that:

*“To be truthful, I think a fine bag has a history that continues even after me. I like the thought of it continuing to be used forever.” (ladysalesrep195, 18/05/2007, O.G.)*

The second motivator is consumers' perceived ethical responsibility. Knowing that many people are living in poverty, forum members commented that they purchase pre-owned luxury brands to limit their overindulgent spending behaviours and thereby ease their resulting guilt and negativity.

*“Personally, I feel a little guilty when I splurge on a designer bag/shoe and I think of the little children starving or dying in other parts of the world, or when I see documentaries of families scrapping enough for a loaf of bread...and there I am agonising over the Blue Suhali bag or the Plum Suhali bag...shame on me!” (Misspiggy, 05/10/2006, O.G.).*

With a focus on the possible damage to the environment created by the purchase of new luxury brands, another commenter claimed that packaging materials accompanying new luxury purchases are an environmental waste:

*“I could care less about champagne prefer less packaging because I think it's environmentally a waste, but YMMV.” (880, 23/10/2020, O.G.)*

The third identified motivator relates to the ethical concept to shop less while shopping importantly, and this is known as upgraded fashion. Forum members reported that they prefer to purchase a few premium items than many mass-produced goods:

*“I'd rather buy quality, even used. I prefer to have a few quality, nice items, rather than lots of lesser quality items. also, i think a gently used/like new lv wallet is a great buy, rather than a new one.” (baby&melovely, 18/09/2006, Member).*

From the viewpoint of these consumers, the purchase of pre-owned luxury brands not only can elevate their taste in fashion but also ensure that these items are used for a longer time, as these buyers may consider these luxury brands to be more durable. Consequently, consumers believe this method of upgrading fashion can prevent them from buying many fast-fashion items, which is an ethically questionable consumption behaviour.

The fourth ethical consumption-related motivator is animal protection. Forum members commented that they often associate leather with the death of animals, leading them to choose pre-owned luxury brands to avoid additional animal deaths.

*“I also see it as giving a used purse a 2nd lease on life - a poor cow had to die to provide the cow hide to make the bag you know!!” (Misspiggy, 05/10/2006, O.G.).*

Usually, luxury brand consumption is contrary to ethical consumption (Christodoulides et al., 2009; Li et al., 2012). However, when luxury brands are purchased by consumers as pre-owned, data analysis from both the interviews and the netnography revealed that ethical consumption has become the main motivator for consumers to buy these pre-owned luxury brands. It appears that when luxury brands are pre-owned, their indulgence and excessive features become justifiable to these consumers who champion ethical consumption.

The second critical concern-related sub-theme is avoidance of conventional channels. Four motivators were identified in the netnography data analysis as belonging to this sub-theme. The first is a consumer's mistrust of the newness of purchases. Several forum members stated that they think even items sold in boutiques may be not new. For instance,

*“Some stores have also sold merchandise that are over a year or more old, that must have either been a return from several seasons ago and has gone to who knows where and back. So yes, a store bag may be "new to you," (like a sitcom rerun you haven't seen) but it's misleading to believe that all store bags are new unless you literally see them take it out of its original packaging.” (FlipDiver, 15/02/2011, O.G.).*

The second motivator is distance from the traditional or primary market consumption system. Forum members expressed their strong dislike of shopping in a traditional luxury brand boutique because they hate feeling obligated to buy. To illustrate,

*“I personally hate shopping. I hate wandering the mall, dealing with SAs, and I hate feeling obliged to buy something if she's spent some time with me. I know I shouldn't feel obliged, but I still do.” (Pinstripes, 24/12/2006, Member).*

Unlike buying new luxury brands in traditional boutiques, markets for trading pre-owned luxury brands are diversified. Some are informal, such as offline flea markets, which allows consumers to freely visit and choose their favourite items. No professional shopping assistants are available to guide shoppers in these markets, which gives consumers the freedom to choose their favourite pre-owned luxury brands slowly and patiently without psychological pressure.

Furthermore, consumers also expressed feeling bored with new luxury branded items. For example, one commented online that current trendy luxury products lack representativeness, and their new styles have no longevity in terms of timeless appeal.



*“Most of the styles I like are not current----I despise the tiny everything trend that has dominated most fashion houses the past several years.” (Poopsie, 02/01/2022, O.G.).*

The last identified reason to avoid buying new is consumers’ fear of purchasing fake products. Forum members reported that new luxury brands tend to have even more counterfeits than vintage luxury brands. For instance,

*“Where do you get yours - I buy off e-bay as there is not enough money in most non-designer luxury vintage pieces to warrant any type of fake thankfully.” (katy 1368, 26/04/2006, O.G.).*

*“I am also weird about buying a bag that is really popular because I feel like the amount of fakes on the market always makes me doubt what people are carrying vs a vintage.” (Kikiash, 13/06/2020, Member).*

Previous studies have explored why consumers are willing to buy pre-owned luxury brands with a focus on the characteristics of these brands (Rudawska et al., 2018; Robinson and Dale, 2018). This study is the first to find that some consumers choose to buy pre-owned luxury brands because they are dissatisfied with aspects of new luxury consumption. Understanding these factors can provide implications for luxury brand managers to reattract these consumers who might otherwise be willing to buy new luxury brands.

### 9.3.3 Motivating factors (Theme 3): Brand-related concern

Consumers’ attention to aspects related to brand was identified as a third theme of motivators. Five sub-themes of brand-related antecedents were revealed from the netnography data analysis: *brand as product, with availability and attribute aspects; brand channel experience, with second-hand and new aspects; and brand relationship development.*

The first sub-theme of motivators is related to the wider availability of pre-owned luxury brands compared to new luxury brands. First, buying pre-owned luxury brands is a way for consumers to access discontinued products. Consumers commented online that sometimes when they want a particular style of luxury, but it may have been discontinued, prompting them to look for it in the secondary market.

*“I love adding vintage or HTF find pieces to my collection, so the pre-loved route is the only way to go!” (Kisenian, 24/09/2012, Member).*

Similarly, another consumer commented that pre-owned luxury consumption provides additional options for unique luxury branded pieces.

*“I understand the apprehension with buying used but buying only new can really limit one's choices from some great vintage finds that are no longer available in store. I love my new caviar Maxi, but I also love my vintage double-faced jumbo b/c it's so unique.” (FlipDiver, 16/02/2011, O.G.).*

In addition to buying ordinary discontinued luxury brands, consumers also hope to obtain higher-end, limited-edition pre-owned luxury brands from the secondary market. For example, one forum member offered a few examples of limited-edition pre-owned luxury brands that are on her wish list.

*“I have also paid premium prices for pre-loved pieces. I only do this for very specific pieces that have been on my wishlist for years and cannot be 'substituted'. For example, a vintage Diana in caviar, or a mini in midnight blue caviar (a specific blue that is so deep that it can pass off as black in certain lighting).” (Eropagnis, 22/10/2020, Member).*

Netnographic analysis also revealed that purchasing pre-owned luxury brands is an alternative approach when seeking to obtain newly released luxury brands. When these new luxury brands cannot be purchased immediately through conventional channels, these consumers said they are willing to turn to second-hand channels to buy them directly from dealers. To illustrate.

*“I bought the WOC because they didn't have a navy WOC at the store, and I'm impatient to wait. All my other Chanel bags are new.” (allycat0303, 16/11/2018, O.G.).*

The second sub-theme of motivators relates to seven unique attributes of pre-owned luxury brands, the first of which is their distinctive style. Forum members commented that the design and craftsmanship of some pre-owned luxury brands can be quite different from new products produced today, and these features can make their owners stand from the crowd.

*“In addition, this particular bag is 18 years old and have particular leather / hardware combo that is discontinued, so I was over the moon to find it.” (Annabel's, 21/05/2017, Member).*

These pre-owned luxury brands with distinctive style not only may be more scarce than new luxury brands in the eyes of these consumers but also can better reflect the craftsmanship changes in the production process of these brands, which are the carriers of brand heritage.

The second attribute is the appearance of age, such as patina and already lived-in appearance. Some consumers said they think that pre-owned items of some luxury brands have more charm than the new ones. For instance:

*“Plus, I am not a huge fan of brand new vachetta on LV bags, so I prefer the broken in look.” (H\_addict, 19/05/2007, O.G.).*

*“One advantage to buying gently used bags is that the leather is almost always broken in, and if it was well taken care of, the leather's better than it was when it was brand new. Balenciaga bags are like that.” (Iluvmybags, 19/05/2007, O.G.).*

Some luxury brand materials do appear to be more beautiful and durable than new ones. For example, some leathers will oxidise after long-term use, resulting in a thick patina and becoming as soft as cotton. Consumers believe that buying these aged-looking products directly can save them the time of wearing or using them to produce the desired patina.

It was also found that consumers are attracted by the funky appearance of pre-owned luxury brands. Funky indicates that a product is stylish in an unconventional or striking way. Forum members shared in their comments that sometimes they buy pre-owned luxury brands simply because their funky features are appealing.

*“But they can be really funky especially the Cesare Piccini ones. One evening bag has a really nice golden inbuilt mirror.” (Catcat, 11/09/2006, O.G.).*

*“I bought lots of things that weren't really my style but were so funky or pretty that I couldn't pass them up.” (ColdSteel, 13/05/2018, O.G.).*

The fourth attribute is the exquisite craftsmanship of pre-owned luxury brands, which refers to the qualities of unusual delicacy and fine artistry. For example, a forum member compared the dye quality of new and vintage Chanel bags, saying that the handcrafted vintage Chanel bags are of much better quality than new bags.

*“The more recent lambskin classic flaps, in my experience, the dye doesn't penetrate the leather as deep as the vintage. If there is a minor scuff, this means you will see the original colour of the lambskin, so the scuff is more visible. The vintage lambskin, in my opinion, the dye penetrates deeper. The vintage bags were hand made. The new bags are machine made.” (ChanelObsession, 06/07/2021, Member).*

The netnography findings also indicate that consumers perceive pre-owned luxury brands to be made of premium materials when compared to new, thus stimulating their buying

behaviours. For instance, one member shared a picture of her vintage Chanel handbag and praised its quality.

*“It is quite heavy, but I wouldn't say too heavy. Mine is 1.1kg empty but she is absolutely gorgeous. The chains are double the size of today's one hence the weight plus its 24k plating.” (labb8, 28/04/2018, O.G.).*

The netnography findings indicate that these consumers would rather spend their money on pre-owned luxury brands made with exquisite craftsmanship and high-quality materials than pay high prices for new luxury branded items of lower quality. It can be inferred that although the pricing of luxury brands seems to be most influenced by their luxury brand reputation rather than the cost of materials to make them, consumers still attach great importance to the materials and craftsmanship of luxury brands when selecting them, which can affect their overall impression and evaluation of the quality of luxury brands.

The sixth attractive attribute of pre-owned luxury brands is their iconic design. Online consumers said they seek iconic series of luxury brand items from the pre-owned market. For example, a consumer commented that she enjoys hunting for iconic pre-owned Coach bags to form her collection. To illustrate,

*“The Sheridans and Dakota were in the early 90s followed by my absolute favorite line which are the vintage Madisons made in Italy from exquisite caviar leather. I need to line up the Madisons and get a photo of them. I currently have nine of them. I especially love my 4412 Bristol which is Scarlet red.” (Cameochi, 07/03/2014, Member).*

The last attribute of pre-owned luxury brands is their inherent luxury brand reputation. Online consumers shared that sometimes they search for pre-owned items of any luxury designer brands. For example, a forum member claimed that even when these luxury branded items are sold as pre-owned, their inherent reputation still makes them look luxurious.

*“Do you realize my mom would go to the accessory rack and buy up all the brand name purses. they had Gucci, LV, Doonie & Burke!!! who cares if it's used? one woman's trash is another woman's treasure, you know?” (wd\_fowler, 24/12/2006, Member).*

This is an interesting finding, because these consumers buy pre-owned luxury brands just to obtain items with a luxury brand reputation at a lower price, without deciding in advance what products to buy, and without being particularly loyal to certain brands. These consumers do not appear to be interested in the differences between different luxury brands.

The third identified sub-theme of factors that motivate consumers to acquire pre-owned luxury brands relates to buying experiences provided by the trading channels of pre-owned luxury brands. The data analysis revealed that consumers appreciate the highly flexible process of acquiring pre-owned luxury brands. To illustrate, a forum member explained:

*“I also do agree that pre-loved makes it easier to find THE bag for you. From my limited experience through browsing the forum, trying to get a new bag in the combo you want is SO HARD. It's just easier for me to browse online and wait for the right bag to show up.” (Dukethebichon, 22/07/2017, Member).*

Furthermore, consumers commented that they feel happy and joyful when shopping for pre-owned luxury brands. For instance, an online consumer even declared that a pre-owned luxury brand store is their home away from home.

*“I have started taking pictures of items while I'm out thrifting. They're much more naturalistic than what I usually post but hey, this is our home away from home. It'll give everybody a semblance of normality.” (SakuraSakura, 23/01/2021, Member).*

Different from the traditional new luxury boutique, items sold on the pre-owned luxury brand market comprise a variety of brands that are updated frequently, because they do not need to be released quarterly as luxury brands are. Therefore, these pre-owned luxury brands appear irregularly on the market and continuously attract consumers to visit and buy them.

Not only do these attributes of second-hand consumption channels pull consumers to choose pre-owned luxury brands, but some new luxury brand channel attributes also push consumers to choose pre-owned luxury brands. The first motivator is called the overrated boutique experience. Consumers commented that the boutique experience commonly found with new luxury brand consumption is wasteful and worthless. For example,

*“I think the new experience is overrated; all I care about is the item and if it's in good condition without defects. I hate when sales associates try to upsell me or make me look at things I'm not interested in or don't need. Yes, they act friendly and personable, but really they just want their commission.” (bernz84, 11/01/2018, O.G.).*

The second motivator mentioned by forum members is an arrogant shopping assistant. Some online consumers reported their experience of being looked down on by these shopping assistants, which drives them away from new luxury boutiques. For example,

*“I almost always buy pre-loved!!! Sometimes the LV sales associates are kinda snobby!” (Kendra j, 15/03/2018, Member).*

*“I am going down the preloved path because the SA at Perth, Australia store is awful, awful, awful. I had the worst experience there ever and vowed i'll never return.” (Jascharess, 06/01/2016, Member).*

The third motivator is related to untrustworthy after-care service for their new luxury brand. The abysmal service of some luxury designer brands prompted consumers to prefer pre-owned luxury brands. For example:

*“Couple that with the horror stories I have seen here regarding abysmal after care service from so many designer brands I have decided that there isn't much reason for me to purchase new.” (Poopsie, 02/01/2022, O.G.).*

The possible reason is that when consumers send their luxury brands for repair, they are unable to see the repair process and may suspect that a poor job has been done. They tend to think that the money they spent on luxury brands at a traditional boutique did not bring them 100% satisfaction, so they switch to buying pre-owned luxury brands.

The fifth sub-theme of factors motivating pre-owned luxury consumption relates to consumers' wish to develop relationships with their desired luxury brands. Firstly, it was found that some online consumers exhibit a high level of loyalty towards certain pre-owned luxury brand items, indicating their desire to maintain their relationships with these brands. For example, several consumers considered themselves Balenciaga addicts and claimed that they prefer to purchase only pre-owned Balenciaga items. Such comments validate the role of brand loyalty in driving consumers' pre-owned luxury consumption behaviours.

*“For Balenciaga addicts sometimes it's the only choice. But for me, ONLY Balenciaga! I don't think there is anything else I would buy used.” (Murphy66, 25/05/2007, Member).*

The second identified motivating factor is gateway choice. Forum members explained that a pre-owned luxury brand purchase is a market-entry opportunity for consumers on a budget to gain access to their desired brands and develop relationships with these brands. To illustrate,

*“Quite a few luxury brands have figured out that some people will start with a preloved bag, then fall in love with the brand and develop a relationship with the brand, as their income grows, they have more disposable income to spend on the brand.” (Gabs007, 06/10/2020, Member).*

*“So for me, buying used allows me some luxury that otherwise I could not have. The idea of even walking into a Chanel boutique is a dream.” (Chanelbliss, 30/09/2009, Member).*

The last identified code reflects consumers’ intention to protect their brand partner by purchasing pre-owned luxury brands, known as *brand heritage preservation*. The netnography analysis revealed that consumers regard their acquisitions of pre-owned items of their desired brands as a behaviour to respect and protect these brands’ heritages, which indicates their intention to guard their relationships with their desired brands. To illustrate,

*“Also, one of the oft-mentioned reasons people spend more on luxury brands is because of the heritage of the brand. In my mind, buying vintage luxury is a bigger nod to that brand's heritage than buying new.” (Farkvam, 16/12/2021, Member).*

*“It really is a shame that so many wonderful, quality brands and artisans were pushed out of business in the 90s. I'm on a mission to bring some of these back, incl. those manufactured in Canada, back in the day...” (LookGood\_FeelGood, 02/11/2022, Member)*

The reason that consumers seek to preserve brand heritage may be because they regard some favourite luxury brands as their partners. Although these luxury brands once released products of good quality, these brands may gradually be forgotten by consumers for various reasons in the history. Loyal consumers believe that when their partner brands are in trouble, they should maintain their relationship by buying pre-owned brand masterpieces to honour them and pass them on.

#### 9.3.4 Motivating factors (Theme 4): Individual consumption experiential value concern

Consumers’ individual consumption experiential value concern was identified as the fourth theme of factors that motivate them to acquire pre-owned luxury brands. Four sub-themes of motivating factors were revealed: *pre-consumption experience, purchasing experience, consumption experience, and memory of the experience*. Each is discussed below.

The first type of pre-consumption experiential value that piques a consumer’s interest in a pre-owned luxury purchase is knowledge learning. Online consumers said they find pleasure and enjoyment when researching and learning about the history of fashion and luxury designer brands.

*“I love finding these gems, having a good bargain, but most of all, I love doing the research and learning about the fashion :heart:.” (Girlfromgent, 23/01/2022, Member).*

The second pre-consumption experiential value desired by consumers is anticipation. Comments by forum members expressed their excitement as they waited for the arrival of parcels containing pre-owned luxury brands. For instance,

*“I get excited about snagging a bargain and love waiting for the parcel to arrive and opening the parcel hoping it’s just what I hoped for (more than new stuff oddly)” (Mulberryforbes, 28/02/2013, Member).*

*“Love all those little goodies (coin purses, wallets, mirrors, combs) that were so often included with high end vintage exotics. Every time you open a bag with them inside, it’s just like Christmas again, really” (Vitta, 18/05/2013, Member).*

The reason that pre-owned luxury consumption can generate anticipation can be related to the different appearances and conditions of pre-owned luxury brands. Since pre-owned luxury brands are traded online, these aspects can be discovered only when consumers receive their products. Before the items arrive, consumers often expect that what they are about to receive is better than what they imagined when they bought it, meaning they feel like they have bought a treasure. This uncertainty that accompanies pre-owned luxury consumption can be highly tempting to some consumers.

The second sub-theme of motivators is related to the purchasing experience of pre-owned luxury brands. The most prominent motivator in this sub-theme is treasure hunting. Several forum members recalled that their treasure-hunting experiences can generate more thrills than a new luxury brand purchase, akin to patiently waiting for prey.

*“Sometimes here may be some discontinued bag that I have missed out on obstinately lurking at the back of my head. Then like a cheetah I love to lie in wait and hunt it down. (Cats are adorable for their patience and hunting skills).” (Somadossi, 03/01/2022, Member).*

Consumers also commented that they enjoy the thrill of bargaining with the reseller, but not only for financial reasons. To illustrate, one consumer said they try to bargain just for fun.

*“I’m negotiating a price on a dark brown 9” Flap at the Consignment Shop around the block. I already know it is worth more than they are asking (\$1250), but I am trying to get her down \$100, just for fun.....more later.” (LisaK026, 18/12/2013, O.G.).*



Compared with new luxury brands, the price of a pre-owned luxury brand is usually not fixed and includes room for bargaining. Such space may allow consumers to use their bargaining strategies to buy their desired pre-owned luxury brands at a lower price. Therefore, this more engaged consumption experience makes them prefer to buy luxury brands through second-hand channels.

The third sub-theme relates to the experiential value that consumers perceive when consuming their pre-owned luxury brands. The first identified value is their ornamental value, which refers to the value of pre-owned luxury brands recognised by consumers for display and appreciation. For example, one forum member described perceiving experiential value from appreciating their own luxury perfume collection:

*“Personally: I don’t think I’d buy an old perfume to wear, but I might buy it to have on display. I bought a vintage gold-plated perfume bottle I keep on display on my nightstand.” (maris.crane, 31/10/2021, Member).*

Rather than simply appreciating their pre-owned luxury brands, consumers were also found to enjoy tinkering with them. For instance, a forum member said the time they spend maintaining their vintage luxury collection is their most enjoyable.

*“My full vintage Chanel collection, one of my favourite past time is to clean and condition my babies!” (skinnycat78, 29/07/2016, Member).*

By linking with the conceptualisation of pre-loved luxury, these pre-owned luxury brands that are carefully maintained by consumers can be called pre-loved luxury brands once they are resold.

Similarly, another forum member shared that they sometimes wish to purchase inexpensive pre-owned luxury brands for the purpose of do-it-yourself restoration.

*“I’m actually interested in buying one cheap to restore, as well. I love watching restoration videos on YouTube, it’s amazing what a little TLC will do.” (Farkvam, 19/12/2021, Member).*

Furthermore, set completion was also identified as a consumption experience related motivator that drives consumers to acquire pre-owned luxury brands. Online consumers reported that their purchases are often made to complete sets of their collection. To illustrate, a forum member explained that:

*“I do buy other Chanel pieces from Ebay, Anns Fabulous Finds and other online shops, as it is in my opinion, impossible to build a fabulous Chanel collection from only buying new pieces, from the store/boutique. So pre-loved Chanel items will always be just as special and needed/wanted in my Chanel collection.” (Compassion, 15/02/2011, Member).*

Rather than build a collection, another group of consumers enjoying rotating their collections by frequently buying and selling their pre-owned luxury brands. This is usually not for profit but to gain the prestige of owning and being seen with a variety of goods. For example, some online consumers describe their own flipping behaviours as:

*“I actually kind of enjoy buying used bags and then selling them and then going through the whole routine again.” (Itsabagslife, 21/09/2006, Member).*

From the description of this forum member, it can be seen that the pre-owned luxury brands circulating on the market are not necessarily second-hand but may have changed hands many times. Therefore, the identified terms mentioned by consumers, such as second-hand luxury, refer to those luxury brands that may have had many owners, not specifically the luxury brands that have been purchased for only the second time.

Furthermore, some consumers neither purchase pre-owned luxury brands to complete a set nor to rotate their collection. These consumers confessed that they simply enjoy hoarding goods they are fond of. An online consumer even said they cannot pass up any luxury vintage item that looks unique:

*“BUT, my issue is that I cannot, absolutely cannot, pass a vintage bag up if it looks special and I am drawn to it, so I end up with a lot of them.” (falcon2000fa, 24/05/2019, Member).*

Online consumers also reported that the memories generated by buying and consuming pre-owned luxury brands can motivate them to further purchase pre-owned luxury brands; this is the fourth sub-theme. The first type of memory of experience is a consumer’s perception of adventurousness experienced during the purchase process. For example, one forum member shared their positive opinion towards the potential risk of buying pre-owned luxury brands.

*“Fakes are really a nightmare. It's eating a lot of my time to do researching. I love risks. No risk, no fun. And you really have to have a long patience.” (Reactorberg, 12/08/2014, Member).*

Although it appears that there is a significant learning curve to become a knowledgeable consumer, it is this fail–summarise–try again learning process that attracts consumers to buy pre-owned luxury brands. The possible reason is that if a process is too easy to master, it may not be a challenge by these consumers who enjoy exploring and learning.

The second identified memory-related motivating factor is addictive obsession. Online consumers report that the pleasurable experiences of seeking and purchasing pre-owned luxury brands make them addicted to browsing and buying again, which becomes part of their daily routine. Forum members used terms such as addiction and obsession to describe their own behaviours. To illustrate,

*“I can't help myself, it's an obsession.:smile: And then there's my coat collection :smile: LOL” (Moonwitch, 23/03/2012, Member).*

The third type of memory that can motivate consumers' further purchase behaviours is satisfaction. Consumers frequently mentioned the satisfaction and happiness they gain from consuming their pre-owned luxury brands. For example,

*“Same happiness like having a brand new one. So happy about her patina (no need to wait for years). Buying a preloved is a hit or miss. But when you got it right, the joy of having it is exactly the same whether it's BN or PL.” (Reactorberg, 03/09/2014, Member).*

Several forum members explained that it is their lower expectation about buying pre-owned luxury brands that lead to their additional satisfaction when compared to the purchase of new luxury brands.

*“I am very happy with the bag because it is already soft, in very good condition. And probably because I didn't have any expectations. I didn't mean it to be a daily bag anyway, but as it's beautiful, I see myself also using it to the office.” (msd\_bags, 28/01/2018, Member).*

### 9.3.5 Motivating factors (Theme 5): Sentimental value concern

The fifth theme of motivations relates to a consumer's sentimental value concern. Four sub-themes of factors were discovered: *nostalgia, historical connection, sympathy, and family legacy*.

The analysis revealed that consumers frequently allude to nostalgia as driving them to purchase pre-owned luxury brands. Firstly, online consumers comment that they purchase certain pre-owned luxury brands to increase their perceived emotional connection with past family members. For example, a forum member discussed a sentimental pre-owned luxury brand that she treasures because of nostalgia for her grandparents.

*“This beaded pearl piece was passed down from my great grandmother to my grandmother to me. It would be interesting to discover its origin. But in any event, it is the most sentimental item I own, and the pièce de résistance (most important) of my collection due to that factor alone.” (Aerdem, 13/08/2018, Member).*

The second nostalgic value-related motivating factor is known as a past reminder of youth. Online consumers commented that buying pre-owned luxury brands allows them to fulfil their youthful dreams by owning some of the luxury brands they once aspired to own as children. For instance,

*“I’ve loved the paddington since i discovered Chloe in 2008 and now finally i have one. It’s still beautiful, and i just applied a leather conditioner and wow! My heart wanted this handbag for a long time. Follow your heart!” (Longtimechloefan, 09/06/2017, Member).*

Thirdly, online consumers said they often acquire pre-owned luxury brands to commemorate a special moment in their lives. For example, forum members mentioned that their pre-owned luxury brands were acquired to honour their academic journey or their birthday.

*“She marks an important moment in my exciting academic journey, and really is a piece of art that has stood the test of time.” (SueQiao, 06/01/2019, Member).*

The second sub-theme of motivating factors is known as historical connection, and the first motivator relevant to this is history-directed imagination. Consistent with the semi-structured interview findings, it was found that pre-owned luxury brands can provide consumers with the space to imagine the uniqueness of these goods because of the different histories they experienced before being acquired again. For example, forum members commented that:

*“I adore vintage LV’s (70’s-80’s)...I just like a bag with a little history to it...I like to daydream about all the places they might’ve been.” (Fluffhead, 18/05/2007, Member).*

*“I always like imaging the original owner and the history of a vintage bag and this little bag from Uruguay was even more attractive to me because it came from such an exotic land!” (katy 1368, 25/09/2011, O.G.).*

The second motivator is the historical value of pre-owned luxury brands. Online consumers say they buy pre-owned luxury brands because they appreciate the long history of designer brands or the real stories behind these items. For example,

*“I appreciate vintage, and history, and old stuff in general so i think that influences my choice to shop pre-loved.” (ccbaggirl89, 23/05/2017, Member).*

*“I am a HUGE vintage LV fan. MUCH more than newer ones. The older it is (and in good condition) the happier I am! The history that comes with it makes me feel like i am carrying an antique.” (LondonBrat, 26/04/2006, O.G.)*

Different from history-directed imagination, consumers driven by historical connection enjoying exploring the history of specific brands rather than imagining interesting experiences related to them.

The third sub-theme of sentimental value that prompt consumers want to acquire pre-owned luxury brands is sympathy. The netnographic data analysis revealed that several consumers expressed feelings of pity and sorrow about the abandonment of pre-owned luxury brands. Consumers tend to regard pre-owned luxury brands as homeless items, and their acquisitions of these items are designed to give them a home.

*“Finding a vintage bag is like giving an orphan a home. No, I would never trade one vintage piece for another. Would you trade one of your children?” (Bensonhurst, 10/03/2012, Member)*

Similarly, another consumer expressed their desire to give love to these items.

*“I like to purchase bags and SLGs all preloved. The idea that I can give life to a beautiful piece of art that was abandoned by its owner, makes me feel superwoman. I like the idea of adoption, for me this is a miniature example of being generous with the love I can spread throughout the universe.” (Ladan Mrss, 20/12/2018, Member).*

These descriptions illustrate that it is easy for consumers to create emotional bonds with pre-owned luxury brands. When faced with these homeless luxury brands, these consumers hope to adopt and take care of them by purchasing them despite their prior use. These consumers also hope to call on others to love and care for these abandoned pre-owned luxury brands through their adoption behaviour.

The fourth sub-theme of factors is known as family legacy. Several forum members reported acquiring pre-owned luxury brands as a type of family heirloom, with the intention of creating ties with future family members. To illustrate, one forum member expressed their wish to have a collection of pre-owned luxury items to pass down:

*“I wish my mom was into designer things and had exciting closet finds lol that's why I want to give all my bags to my future daughters one day, I would love to have a classic wardrobe that someone would be excited to inherit!” (Lady Stardust, 28/08/2013, O.G.).*

By envisioning their family members inheriting these pre-owned luxury goods as heirlooms, the consumers hope their favourite items will always remain in their families and not be obtained by outsiders. Furthermore, consumers may believe that passing to their descendants these rare and precious pre-owned luxury brands with high monetary value and cultural value can ensure that they are remembered by future generations.

#### 9.3.6 Motivating factors (Theme 6): Self-identification concern

Consumers' self-identification concern was found to be the sixth theme of motivators of pre-owned luxury consumption. The self-identification theme is further subdivided into three sub-themes: *self-esteem*, *self-image enhancement*, and *self-image display*.

Consumers' levels of self-esteem are related to the value that they place upon themselves in an evaluation. Firstly, online consumers viewed the purchase of pre-owned luxury brands as rewards for themselves, which implies their self-affirmation desire. For instance, an online consumer commented that:

*“I mean I'm not rich by any stretch of the imagination, but I have a decent career, my hubby and I never had kids just our fur babies so I can spend a few dollars on myself, I work hard and deserve it.” (clarabellaZ, 10/09/2014, Member)*

When engaging in a self-reward, some consumers do not appear to care whether the luxury brands they buy are second-hand or new. The possible reason is that luxury brands as self-reward are often items that consumers enjoy but that are not easy to obtain; this creates more symbolic value, while price and acquisition channels are not as important. Therefore, when these items can be purchased through second-hand channels, these consumers will not see any negative connotation to their pre-owned luxury brands.

Consumers' pursuit of a sense of achievement was also found to motivate them to acquire pre-owned luxury brands. Several online consumers reported being particularly happy about finding pre-owned luxury brands that are not in good condition, as they find it rewarding to rehabilitate these pre-owned luxury brands. For example,

*“The first vintage bags I bought (Coach) were in such good condition, they didn't need rehabbing but eventually I found some that did need it. It was rewarding to do the magic myself.” (Whateve, 10/12/2021, Authenticator).*

Seeing flawed pre-owned luxury brands being repaired reinforces consumers' affirmation of their own abilities. When consumers overcome the difficulties they encounter during the restoration process, it can make them feel like a handy technician, thus creating a sense of accomplishment.

The third motivating factor related to consumers' self-esteem is perceived self-efficacy. Online consumers were found to regard the successful acquisition of pre-owned luxury brands as making them feel smart. For instance:

*“I mostly prefer my preloved bags to newly purchased ones - because I feel like I cheated the system, LOL. in most cases I get a good deal, so I love that: smile.” (lara0112, 11/02/2018, O.G.).*

The possible reason is that these consumers believe that acquiring luxury brands outside of the traditional luxury purchase channels allow them to obtain the same luxury brand products at a low price without being restricted by the pricing system established by luxury brand owners. This behaviour of escaping the system makes these consumers feel smart and savvy.

Self-image enhancement was revealed as the second sub-theme of motivating factors related to consumers' self-identification concern. One type of self-image that consumers desire to enhance by acquiring pre-owned luxury brands is a gracious personal image. Online consumers commented that wearing pre-owned luxury brands can enhance their self-image by making them feel gracious and ladylike. For instance,

*“I loooooove vintage bags. I have 2 collections - Bellestone alligator and lizard handbags, and Arts and Crafts embossed/tooled leather bags. I do carry the Bellestones. They always make me feel so darned gracious and ladylike.” (Clutchbag, 29/06/2010, O.G.)*

Online consumers were also found to believe that consuming vintage luxury brands is reflective of their sophisticated tastes. For example, a self-described vintage luxury brand collector said she enjoys acquiring these goods because she appreciates the unique sense of taste embedded in vintage luxury brands.

*“Vintage bags don't make you look like everyone else trying to make a big fashion statement with Big Logos flashing everywhere. They just exude a refined sense of taste and quality.” (Lilyb, 19/03/2007, Member).*

Although the fact of being owned may make pre-owned luxury brands sometimes associated with poverty and pollution, these negative connotations seem to be mitigated in vintage luxury brands. This may be because, when it comes to vintage luxury brands, people tend to pay attention to their unique style and classic design while ignoring any stigma. Therefore, these consumers believe vintage luxury brands make them feel tasteful.

The third sub-theme related to consumers' self-identification concern is their self-image display. One type of self-image identified from the netnography data analysis that consumers want to display through their pre-owned luxury brands is anti-ostentation. For example, an online consumer stated that vintage luxury brands are both charming and unostentatious.

*“I find vintage bags are very charming and chic without being too flashy. I'd love to add another lambskin chocolate flap to my collection one day: heart:.” (Nood, 30/10/2021, Member).*

This may be because some pre-owned luxury brands produced in the past were designed with the concepts of nobility, class, and solemnity, instead of being deliberately exaggerated such as some current luxury brands are. After the oxidation of these luxury brands over time, their gloss and touch will become softer than that of new luxury brands, so they will not appear as conspicuous.

### 9.3.7 Motivating factors (Theme 7): Functionality concern

Consumers' desire for the functional value of pre-owned luxury brands was identified as the seventh theme of factors that can drive their acquisition behaviours. Two relevant sub-themes of motivators were revealed: *utility value* and *perceived quality*.

The first sub-theme of motivators is related to consumers' expected utility value of pre-owned luxury brands. The most frequently mentioned utility-related motivator is “worry-



free use”. Consumers commented that they feel free from worries, such as anxiety, when using pre-owned luxury brands. To illustrate:

*“I don't want to have to baby my bags, I want to be able to enjoy and use them without worrying myself to death every time I take them out- both of my preloved bags are two of my favourites because I have no worries about "ruining" them.” (alphagam1904, 30/01/2018, Member).*

The possible reason is that when consumers first begin to use new luxury brands for which they paid a high price, they worry about scratching or damaging these items due to carelessness, which will affect their beauty and depreciate their value. Therefore, they prefer to purchase pre-owned luxury brands.

The second utility-related motivator is practicability. Several online consumers shared that they buy pre-owned luxury brands because they are attracted by their practicality, not to build a collection. For example, one consumer commented that she sometimes modifies her pre-owned luxury brands to make them suitable for daily use.

*“I think with preloved I am more likely to use the bag and I can even change it to fit me more.” (Jaimejfk, 15/05/2014, Member).*

The third utility-related motivator is occasion presence. It was found that consumers often acquire pre-owned luxury brands to attend some infrequent but important occasions. For instance, an online consumer reported purchasing a pre-owned dress for their graduation ceremony:

*“My best find was a vintage Versace RTW (approx. late 80s) light cream wool crepe dress in 2008. I had told my parents that I didn't want them buying a white dress that I'd wear once for graduation.” (ColdSteel, 13/05/2018, Member).*

Furthermore, it was found that some online consumers acquire pre-owned luxury brands because they believe these products have a more versatile functional design than new luxury brands. For instance, a consumer commented online that the versatility of pre-owned luxury brands can help them save money. For example:

*“I was able to save money this way bec of its versatility - I didn't need to buy a mini and a separate night bag... I've been loving this vintage baby more than my new jumbo caviar...” (Chanelloverz, 31/12/2015, Member).*

Finally, timeless design was mentioned as one motivator that attracts consumers to acquire pre-owned luxury brands. For example, forum members commented that:

*“I’ll always love vintage, and I feel like so many of the styles (even vintage seasonals) have stayed more relevant and timeless looking than some of the newer style releases.”*  
(Lady Stardust, 22/06/2020, O.G.).

This could be because consumers believe vintage luxury brands are classic and will never go out of style. Therefore, they do not need to worry about wearing items that others may consider outdated.

Perceived quality was identified in the netnography findings as the second sub-theme of motivators that drive consumers’ acquisitions of pre-owned luxury brands. Online consumers commented that there are many pre-owned but hardly used luxury branded items in the secondary market, which means these goods can be obtained at low prices. For example, a forum member explained why so many almost-new items can be found on the pre-owned luxury brand markets.

*“There are so many women who feel the compulsion to have the latest thing and only wear it once or twice before the next thing comes along or some who buy so much, they never even get a chance to wear it. People at this rung of the ladder often take the best care of their things and they are essentially close to perfect if not perfect.”*  
(Gracekelly, 16/05/2018, O.G.).

In addition to the availability of pre-owned luxury brands in good condition, online consumers shared a consensus that pre-owned luxury brands are more durable than new luxury brands. For instance, a consumer offered the opinion that Louis Vuitton’s newly manufactured suitcases are far inferior to the quality of suitcases produced in the past:

*“Old suitcases are built better. And new will be beaten to death by luggage handlers, in 2 trips, anyway.:lol:”* (Remainsilly, 26/08/2017, Member).

From the description of forum members, the quality of pre-owned luxury brands is generally recognised as better than that of new luxury brands. This may be because past luxury brand producers did not pursue quantity and efficiency but focused instead on quality and details. Therefore, for the sake of durability, consumers are willing to purchase pre-owned luxury brands.

### 9.3.8 Motivating factors (Theme 8): Social value concern

The eighth theme of motivating factors relates to consumers' concerns about gaining social value by consuming pre-owned luxury brands. Four aspects of social value concern were found: *social contact*, *social identity value*, *conspicuous value*, and *uniqueness*. Each factor is discussed below.

The first sub-theme of motivators to acquire pre-owned luxury brand is to develop social contact. Several online consumers explained that the purchase of pre-owned luxury brands enables them to develop social interactions with people who enjoy the same hobby. To illustrate, online consumers posted that:

*“I have no natural lighting in this room right now, but I am so excited I have to share anyway (nobody at home understands).” (Lucyblue13, 16/09/2021, Member).*

*“Thought I'd share the love with you all. I received the greatest compliment yesterday when someone actually thought the bag was brand new and was surprised when I said it was a vintage.” (Sweetvine, 09/09/2013, Member).*

By sharing their experiences of purchasing pre-owned luxury brands with mutual brand lovers, these consumers can first let others share their joy with them. Secondly, this type of sharing may also reduce loneliness, because their hobby may not be understood by those around them. Furthermore, the act of sharing also gives them the opportunity to form social relationships with others.

The second social value related sub-theme of motivators is social identity value. Online consumers were found to acquire pre-owned luxury brands to enhance their perceived self-identity of belonging to certain social groups. Two motivators related to social identity were found: social acceptance and the bandwagon effect. Online consumers said their wish to be legitimised as an in-group member of certain luxury brand communities drives them to purchase pre-owned luxury brands. For example, one consumer shared the excitement she felt when accepted into the Chanel tribe.

*“Thanks to everyone for their warm welcome and congratulations on my first Chanel purse. I definitely feel honored to be a member of the tribe haha.” (Leo\_Dragon, 05/10/2014, Member).*

The second identified motivator is the bandwagon effect. Several online consumers reported that they bought pre-owned luxury brands because they had seen others carrying them, either in real life or in the media, and were attracted by them. For example,

*“I love my Magazine clutches. Paid an arm and a leg for them when I was starting my collection. Silly really considering how OLD THEY ARE!!! it's all SATC's (Sex and the City) fault!!” (eye.bag, 02/06/2009, Member).*

These two social identity value related factors were also recognised as motivators of pre-owned luxury consumption in the findings of both the semi-structured interviews and the systematic literature review. Therefore, the netnography findings further confirm the motivating role of consumers' desired social identity value.

Conspicuous value was identified as the third sub-theme of motivators that drive consumers to acquire pre-owned luxury brands. The first type of conspicuous value pursued by pre-owned luxury brand consumers is admiration. Forum members explain that when they carry some unique luxury brands discovered in the secondary market, others who are knowledgeable about luxury brands will envy them.

*“Then there is my red Pocket Bag. It is gorgeous. So a basically unused red leather Coach bag circa 1990 would be admired by any vintage collector.” (Lake Effect, 28/01/2018, Member).*

*“It's interesting the pull this bag has; I wore it to Neiman Marcus and Chanel this past weekend and at both places, both the SA's and customers were talking about how I had "that bag" that was so impossible to find.” (Tutushopper, 27/08/2013, O.G.).*

When these consumers use pre-owned luxury brands, they do not care whether everyone can see their value; they simply want to be recognised and envied by those who are also interested in pre-owned luxury brands. The possible reason is that they believe outsiders cannot see the connotation of these brands because they lack aesthetic vision and knowledge.

In addition to gaining the envy of those who also love luxury brands, online consumers hope to receive compliments from the people around them. For example, a forum member said she finds it interesting that pre-owned luxury brands on which she spent less money can bring her even more compliments in public than new items.

*“I get more compliments in public when I have my vintage Jumbos (with the large CC's) than when I wear my newer Jumbos. The fun part is knowing that I spent nearly half of what I spent on my newer pieces.” (Bisoux78, 17/07/2018, O.G.).*

The last sub-theme of motivators related to consumers' social value concern is uniqueness. The first motivator is the scarce style of pre-owned luxury brands. Online consumers commented that they do not like to carry a bag that everyone is carrying, so they usually prefer vintage pieces. For instance,

*“I have been saying this for 30 years....Why wear what every other person walking down the street wears when you have the chance to be unique? Vintage is the way to go!” (SensationWear, 15/07/2013, Member).*

The netnography findings also revealed that forum members regard pre-owned luxury brands as more exclusive than new luxury brands, as they were less affordable to the public in the past. Therefore, consumers believe that buying pre-owned luxury brands can make them even more special. For example, a forum member commented that Louis Vuitton bags are mass-produced today.

*“I really believe LV used to be more exclusive, not as mass produced as it is today. I also LOVE vintage jewelry. Long necklaces, pendants, rings. Mmmm...” (LondonBrat, 26/04/2006, O.G.).*

Additionally, some consumers say the unique traces of pre-owned luxury brands make them feel special, thus attracting them to buy and enhance their own sense of uniqueness.

*“I love my pre loved bags. Especially balenciaga ones. The leathers are so soft and broken in. Some are faded and I think that makes them even more special. The new Balenciagas just look so boring to me.” (Fayden, 13/03/2018, O.G.).*

When these traces of use such as discoloration and wear marks that can create a stigma for ordinary second-hand items are found on the surface of pre-owned luxury brands, some consumers not only do not regard these traces as off-putting but also find them to be key factors in increasing the unique characteristics of pre-owned luxury brands.

#### 9.3.9 Facilitating factors (Theme 1): Trustworthy source

The analysis also revealed a group of facilitating factors that can boost consumers' confidence when acquiring pre-owned luxury brands. These factors were categorised into two themes, named Trustworthy source and Professional knowledge support. In terms of

Trustworthy source, two sub-themes of facilitating factors were identified: *Authenticity guarantee* and *Flexibility*.

The first sub-theme is authenticity guarantee. The Netnography data analysis indicated that consumers seek pre-owned luxury brands with a full set of original items, as this can prove whether these goods were originally sold through an officially recognised channel. To illustrate:

*“I have bought preloved bags before, but I have only chosen bags that are new/like new with a full set including box, dust bag, card and receipt.” (kn85, 27/10/2018, Member).*

The second authenticity guarantee related facilitating factor is authenticity legitimising. Online consumers reported that they are more willing to buy pre-owned luxury brands that have been verified for authenticity. For example, a forum member commented that free authentication from a third party called Etinceler boosts their confidence to buy.

*“Well, one of the main reasons I feel confident buying from them is because it comes with a free authentication from Etinceler. Didn't u get the free authentication link when u bought your bags from BP?” (Bisoux78, 26/10/2018, O.G.).*

A third facilitator related to an authenticity guarantee is a reliable seller. The netnography findings indicated that online consumers emphasise the importance of finding trustworthy sellers when purchasing pre-owned luxury brands. For instance, a forum member said they will purchase only from dealers who can offer an authentication guarantee card for the items they sell:

*“I only buy pre-loved from Reebonz Vintage. Their authentication guarantee card gives me peace of mind because that means they stand behind the items they are selling.” (paparazzi bait, 16/05/2014, Member).*

The last identified facilitating factor is the security policy, which can include a guarantee that pre-owned luxury items can be returned if consumers are not satisfied. Consumers explained that a security policy can boost their confidence to purchase pre-owned luxury brands. Several comments can support this:

*“All my bags come from reputable online sellers who offers authenticity, good condition and secure policies to buy with confidence.” (HalloweenNight, 29/08/2016, Member).*

These facilitating factors related to authenticity can provide inspiration for pre-owned luxury brand retailers; in other words, they can include these four factors to guarantee the authenticity of the pre-owned luxury brands they are selling, so that consumers can rest assured.

The second sub-theme of facilitating factors is flexibility, which refers to the extent to which purchasers can find and buy pre-owned luxury brands. The first facilitating factor is payment by instalments. The netnography data reveals that consumers tend to purchase pre-owned luxury brands from the channels that offer instalments, such as monthly payments. For example, consumers explained online that:

*“I like to shop at those two sites because they offer the option of making monthly payments. I know there's a whole argument against making monthly payments, but it works for me. Y” (Slytheringirl, 28/12/2021, Member).*

*“AND another reason I can think of some preloved sites or sellers allow you to pay for something via layaway or payment plan, interest free, without affecting your credit.” (pinkrose398, 19/10/2020, O.G.).*

This may be because some consumers buy pre-owned luxury brands because of the cost savings involved, and the instalment payment method can help these consumers further reduce the pressure on their cashflow when compared to pay-at-once purchases.

Furthermore, the unavailability of new luxury boutiques was identified as a factor that can facilitate consumers' acquisitions of pre-owned luxury brands. For example, forum members said the traditional luxury retail store is far away from their home, which reduces their willingness to buy new goods.

*“For my first bag I was going to buy preowned! I'm a bit far from any LV in my area and would have to drive 2 hours to get to one.” (Heysanya, 19/01/2019, Member).*

*“Buying preloved was my only option for the first two, as I can't afford to buy new and there are no boutiques in my area anyway.” (GeorgiaGirl67, 15/05/2014, Member).*

#### 9.3.10 Facilitating factors (Theme 2): Professional knowledge support

The second theme of facilitating factors is named professional knowledge support. Within this theme, one sub-theme of facilitating factors was identified, which is *individual*

*competence*. It's worth noting that this sub-theme was also identified during the analysis of interview data, but netnography data revealed more corresponding factors.

Forum members mentioned four types of individual competence that can facilitate their successful acquisitions of pre-owned luxury brands. The first is related to the degree of "homework" conducted by consumers, which refers to a consumer's research before buying pre-owned luxury brands, such as checking sellers' feedback. Online consumers credited homework for helping them make the right purchase decisions.

*"When I'm looking for something I check all my "traps" as I call them, daily if not more. The seller has to have excellent feedback & I check to see what other items they've sold." (Zeronohiya, 13/08/2014, O.G.).*

The second type of individual competence is expertise. Forum members emphasised the importance of expertise in helping them distinguish between authentic and counterfeit pre-owned luxury brands. For example, some online consumers said they feel able to recognise counterfeits, which eases any fears about pre-owned luxury brands:

*"Second one was preloved via Versatile Collective. Now that I am a lot more knowledgeable about Chanel, I am confident to be able to make a purchase of Pre-owned item." (Annabel's, 21/05/2017, Member).*

*"Authenticity isn't issue for me, I think I'm pretty good at telling the fakes from the reals! And I don't mind used things!" (Kitties Are Cute, 01/06/2018, O.G.).*

The third individual competence-related facilitating factor is patience. Forum members said their level of patience to search for items that meet their expectations can influence their success in finding the pre-owned luxury brands they want. For example:

*"I find patience always pays off, when shopping for vintage collectables, if you look for long enough, 90% of the time you will find what you want at a great price." (phoebe.bqueen, 25/08/2021, O.G.).*

The last facilitating factor is pickiness, which reflects the consumer's ability to adhere to the criteria they have in mind when they find pre-owned luxury brands in a variety of conditions. Online consumers said that being choosy or particular is a key factor affecting whether they can successfully purchase satisfactory pre-owned luxury brands. Examples included comments such as:



*“I take super good care of my handbags...they are an investment in style...I am super picky and I imagine many others are the same way...be picky when buying 2nd hand is my advice.” (LVpug, 24/09/2008, Member).*

These identified facilitating factors related to consumers’ individual competence have not been mentioned in previous research on pre-owned luxury consumption and can serve as suggestions to help consumers be successful in their pursuit of pre-owned luxury brands.

### 9.3.11 Hindering factors (Theme 1): Perception bias

The netnography data analysis also revealed three themes of hindering factors that can discourage consumers from buying pre-owned luxury brands. The three themes are perception bias, poor condition, and extra uncertainty.

The first theme is perception bias. Perception bias refers to consumers’ inherent prejudice against second-hand items, which can discourage them from buying pre-owned luxury brands. This theme includes one sub-theme of hindering factors, named *temporary discomfort*. The first contributor to consumers’ temporary discomfort is a sense of ambivalence. Several online consumers stated that they sometimes feel less excited when buying pre-owned luxury goods than when buying new items.

*“I \*like\* it, but I don't know if I \*love\* it. I don't personally think there's anything wrong with the bag except for the strap being a tad too long... so I'm wondering if it's the fact that I didn't buy this new that I value it less? It's almost like I know it's designer, but it doesn't FEEL like designer. Am I crazy???”. (vhuynh2, 28/01/2018, O.G.).*

It is worth noting that once some consumers discover that their pre-owned luxury brand has a regrettable defect, they can feel a sense of betrayal and regret about why they did not choose to pay more to purchase a new item. This sense of ambivalence can discourage them to further purchase pre-owned luxury brands.

Furthermore, a need for adaptation was also identified as a temporary discomfort-related factor that may hinder consumers’ intention to acquire pre-owned luxury brands. Several online consumers reported that they need a long time to bond with their pre-owned luxury brands.

*“The new Smoke is no longer lambskin so I wouldn't be able to get it in the store. However, for a while I had ambivalent feelings about the bag.” (Taylor\_elle, 28/01/2018, Member).*

*“I'd say it took me a bit longer to 'bond' with the bag though: smile:” (fleetHLS, 15/05/2014, Member).*

These findings indicate that although some consumers regularly purchase pre-owned luxury brands, they continue to harbour some fears or prejudices about this behaviour. Therefore, it is particularly important for resellers to choose appropriate terms with positive characteristics when marketing pre-owned luxury brands.

### 9.3.12 Hindering factors (Theme 2): Poor condition

The second theme of hindering factors is poor condition, referring to pre-owned luxury brands that can no longer be used because of their age or their damaged condition. Two sub-themes of poor conditions were identified as hindering a consumer's willingness to purchase pre-owned luxury brands. The first sub-theme is *Unacceptable appearance*, including four types of poor conditions, which are Germ phobia, Bad odour, Dark patina, and Worn-out appearance.

The first is the germs that may exist on pre-owned luxury brands; in fact, some consumers reported that their germaphobia prevents them from acquiring pre-owned luxury brands. To illustrate, an online consumer commented that they will not buy items that have had direct body contact:

*“I never buy my wallets preloved because I think wallets are so personal and I want mine to age with me lol.” (Yoshi1296, 27/01/2017, Member).*

Similarly, another consumer shared that every pre-owned luxury brand item they purchase must be fully sanitised before storage and use.

*“I absolutely MUST sterilize/clean every last tiny spot of it, inside and out, before I feel that it is sanitized enough so that I can use it and store it with my other bags.” (Melikemochi, 19/09/2006, Member).*

The second hindering factor related to unacceptable appearance is a bad odour or unpleasant smell of pre-owned luxury items. Some consumers said they will not acquire pre-owned luxury brands with bad odours, such as the smell of smoke.

*“Unfortunately those odour is really hard to remove from the bags :sad: So preloved has some risk like that unless the seller is very sincere and mention the odour on their description honestly. Too bad.” (CHANEL.CHANEL, 24/10/2018, Member).*

*“I bought a canvas lined Hermes from a well-known online consignment shop and it came to me smelling like a farm and full of cat hair woven into the fabric (like they couldn't vacuum it out). It went back the same day! (Sourisbrune, 26/01/2017, Member).*

Luxury brands that have a strange smell due to improper use or storage may be a key reason why consumers have a negative impression of pre-loved luxury brands. However, the term pre-loved luxury brand defined in this study refers only to those pre-owned items that have been well-kept and cared for. Rectifying the meaning of pre-loved luxury is beneficial for its use to describe pre-owned luxury brands on the market.

The third factor is a dark patina, which refers to a shiny or dark surface that forms naturally on pre-owned luxury brands that have been used for a lengthy period. Whilst patina is preferred by some consumers and motivates them to acquire pre-owned luxury brands, other consumers commented that they find this type of patina too dark and not beautiful, which reduces their preferences for pre-owned luxury brands. For instance,

*“I personally can't bring myself to do it. Used a handful of times from someone on the forum, possibly. But let's say a loved LV even with great patina, no way.” (B. Jara, 22/12/2006, Member).*

*“I also dislike silly terms like "patina" to describe what is essentially dirty leather. No, the purse handles don't have a "patina," they've darkened from hand oil and dirt.” (Pinstripes, 22/12/2006, Member).*

The fourth hindering factor is the worn-out appearance of pre-owned luxury brands. Consumers stated that pre-owned luxury brands in bad condition are not attractive to them. For example, one forum member said that:

*“I'm super picky. So I don't buy raggedy or worn preloved bags. I stick to preowned new or preowned like new. For me, the goal is to have gorgeous bags I adore without compromise.” (Sparkletastic, 05/03/2017, O.G.).*

According to the forum members' statements, it appears that the term pre-loved has a greater negative connotation than pre-owned, and this may be because the word loved can cause ambiguity for consumers. On the positive side, loved may make consumers think these pre-

owned luxury goods have been well-kept, while on the negative side, it may mean that these goods were once loved by their owners but then abandoned because the love disappeared.

The second sub-theme of hindering factors is named *secondary cost*. One hindering factor related to the secondary cost is high replacement cost. Consumers shared online that they often avoid purchasing pre-owned luxury brands that require a significant investment to restore. For instance,

*“I also bought a LV Bag from another consignor. Its handles were trashed and I was told the replacement cost would be \$660+tax, making the bag more expensive than brand new. That went back, too.” (Sourisbrune, 26/01/2017, Member).*

### 9.3.13 Hindering factors (Theme 3): Extra uncertainty

The third theme of hindering factors is related to consumers’ perceived extra uncertainty from acquiring pre-owned luxury brands when compared to new luxury brands. Three sub-themes of extra uncertainty-related hindering factors were identified: *Information asymmetry*, *Authenticity risk*, and *Channel risk*.

The first sub-theme is Information asymmetry within the trading of pre-owned luxury brands. Forum members often reminded each other to be hypervigilant when buying pre-owned luxury brands, because sellers sometimes deliberately conceal the condition of their items to deceive consumers. The hindering factor related to information asymmetry is known as undisclosed defect. For example, a consumer shared her negative experience of purchasing pre-owned luxury goods from a dishonest seller:

*“I bought my first Chanel pre-loved and let me tell you I was disappointed in the quality, not going to lie. It looked different in the picture as opposed to seeing it in real life.. then again I didn’t know that there was a difference in leather (like washed and unwashed caviar for example)..” (iamleiya, 16/05/2017, Member).*

Authenticity risk was identified as a second sub-theme of factors hindering pre-owned luxury consumption. The first contributor to authenticity risk is consumers’ subjective fear of acquiring inauthentic goods as a result of the flood of counterfeits of some luxury brands on the markets. For instance, an online consumer commented that:

*“I wish I could have purchased from the boutique just b/c the fear of counterfeit bags is too great for me. I am glad I got this bag and I really got it for a great price, but it just isn't something I could do regularly. I think pre-owned can be great for the right*

*person, but that little bit of uncertainty is more than I can deal with on a regular basis.” (ItsMyWorld, 29/09/2009, Member).*

Online consumers also commented that their willingness to purchase pre-owned luxury items is hindered by the fact that trustworthy sellers are difficult to identify. For example,

*“I didn't mind the thought of buying a preowned purse as long as I knew it was authentic and accurately described. while that's easy to say, it's hard to find trustworthy sellers, and often even harder to find ones that are selling the exact purse you're looking for!” (Kayyle, 31/08/2014, O.G.).*

Authenticity could be a considerable issue that consumers must face when purchasing pre-owned luxury brands. To develop the necessary learning to be confident consumers, consumers gather on forums related to pre-owned luxury consumption to share and discuss their brands and purchase information to help each other. The existence of such online platforms helps alleviate the authenticity issues that consumers worry about in the consumption of pre-owned luxury brands.

The last sub-theme of hindering factors is related to the channel risk of acquiring pre-owned luxury brands. Both the shipping risk and the unstable supply of pre-owned luxury brands were found to hinder consumers' intention to buy them. Firstly, online consumers shared that unknown overseas shipping, tariffs and the associated difficulty of returns all make online purchases risky. For example, a consumer shared her negative experience with the logistics of pre-owned luxury brands:

*“Men should never be allowed to pack a handbag. He stuffed it into a small plastic envelope and then into a box. Fortunately, it was a quick trip from Georgia so it's not permanently creased.” (Cameochi, 29/04/2014, Member).*

Unstable supply means that the high demand for good-condition pre-owned luxury brands makes them difficult to purchase. Online consumers commented that although there are many pre-owned luxury brands on the market, those of very good quality are often sold within seconds of being released, so they are not easy to obtain.

*“Trendy tops don't make it to the thrifts in good condition (or don't last long) and don't tend to hang around long enough to get marked down at consignments. Ah the struggles of secondhand only shopping lol.” (Emilu, 13/01/2014, O.G.).*

Previous studies noticed only that fear of authenticity is a factor that may hinder consumers' purchase of pre-owned luxury brands (Turunen and Leskinen, 2015), while other hindering

factors revealed in this research have not been addressed. This study reveals that, in addition to authenticity risk, consumers' perception bias, the poor condition of pre-owned luxury brands, information asymmetry, and channel risks also affect consumers' decisions to buy pre-owned luxury brands.

#### 9.4 Consumer's profiles regarding their buying habits

This section reviews the netnography findings on pre-owned luxury brand consumer profiles regarding their buying habits, aiming to fulfil Research Objective 3.3. Three main consumer segments including eight types of pre-owned luxury brand consumer profiles were identified (see Table 9.3). The three segmentation methods are oriented by the different economic value, shopping habits, and product category preferred by consumers.

**Table 9.3 Pre-owned luxury brand consumers' profiles**

NO.	Themes	Sub-themes	Descriptions
1	Economic value oriented	Thrifter	Consumers who adopt a thrift strategy to purchase more of the pre-owned luxury brands they want.
		Arbitrageur	Consumers who engage in flipping pre-owned luxury brands for profit.
		Financially savvy person	Consumers who are well versed in managing expenditures, credit, and other money matters.
2	Shopping habit oriented	Rotator	Consumers who enjoy rotating their pre-owned luxury brand collection to continuously try out different styles of luxury brands.
		Hoarder	Consumers who enjoy accumulating pre-owned luxury brands of which they are fond.
3	Product oriented	Collector	Consumers who collect items of a specific type, professionally or as a hobby.
		Casual lifestyle seeker	Consumers who prefer a relaxed, occasional, spontaneous dress code, with items that are suitable for daily use.
		Regionalist	Consumers who prefer to acquire only pre-owned luxury brands produced in particular countries or regions.

##### 9.4.1 Theme 1: Economic value oriented

The first theme of consumer profiles is categorised by the economic value they desire to obtain from acquiring pre-owned luxury brands. Three sub-themes of consumer profiles are proposed: *thrifter*, *arbitrageur*, and *financially savvy person*.

#### 9.4.1.1 Thriftier

Thriftier normally refers to consumers who save money to make ends meet. Although all thrifty consumers make their purchases based on saving money, they are further sub-divided into three types according to the various strategies on which they rely. The first type refers to consumers who claim their pre-owned luxury brand purchases are motivated by their inherent thrift ideology formed from youth. This group of consumers commented that they like the idea of being a less ardent consumer and more of a saver. They also explain that their thrift ideology was inherited from their family members. For example:

*“I'm thrifty by nature so I feel brilliant and victorious when I score a bag for a significant discount. (Hey, it's silly but it makes me happy. LOL!)” (Sparkletastic, 16/05/2017, O.G.).*

*“I've loved thrifting for such a long time. My grandmother lived through the Depression and instilled a love of having quality over quantity. I have a ton of patience and really enjoy finding that special item.” (KreedK, 07/09/2018, Member).*

The second type are opportunistic thrift shoppers. These consumers admit that they do not necessarily advocate the concept of thrift but pay attention to the second-hand luxury market in hopes of buying high-quality items at a price under their value. For example, one online consumer self-disclosed her identity as an opportunistic thrift shopper.

*“I'm an opportunistic thrift shopper...I've always had my eyes open for great bags, and thanks to what I've learned on tPF's various threads have built a lovely collection.” (Joodlz, 11/06/2014, Member).*

Another type are consumers who always pre-establish their price caps before acquiring pre-owned luxury brands. To illustrate, several online consumers stated their will not purchase any goods that are beyond their pre-determined maximum price point.

*“I set a realistic price point that I am willing to pay for the item so that I don't feel like I paid too much or the "cost per wear" is not worth it for me.” (fiery\_rose, 15/11/2018, Member).*

*“My preference is that I won't pay over \$1750 for anything preowned unless it's a jumbo flap or a rare Boy. And I definitely won't pay over that amount for anything in lambskin preowned.” (Aerolite, 12/01/2016, Member).*

Although these consumers all claim they want to be thrifty, their behaviour does not seem consistent with the purchase of pre-owned luxury brands. This is because luxury has always

been closely linked with indulgence and excess (Husain et al., 2022; Kapferer and Florence, 2022). Even if luxury brands are pre-owned, their prices are higher than those of ordinary items, and they are not objects that consumers buy to save money. Therefore, thrift here seems highly strategic, as it is not simply focused on “making ends meet”, which is often the case with thrift. Instead, it is a thrift strategy adopted by consumers to obtain more of the pre-owned luxury brands they desire.

The second sub-theme is arbitrageur, as a term borrowed from the financial field. Arbitrageurs tend to focus on risk-free opportunities to take advantage of different prices in dual markets; they use information or resource asymmetry to buy low and sell high. In terms of pre-owned luxury consumption, arbitrageur refers to a group of consumers whose intention is to make money by flipping pre-owned luxury brands for profit. For example, an online consumer explained the process they usually follow to buy and sell luxury handbags for profit.

*“I do a lot on eBay buying Coach, MJ and KS and resell them here, sometimes brand new, didn't like them, resell them and made money: smile: we don't have as much choices over here, and even Coach is like 3 times more expensive in the shops” (ElisiaKay, 07/09/2014, O.G.).*

The third type of an economic value-oriented consumer is someone with financial savvy. This type of consumers tends to believe their purchases of pre-owned luxury brands are financially wise behaviours. For example,

*“I don't care what someone calls it to try to denigrate it. If I'm getting the same, authentic bag AND can get it like new or even unused then the smart option is to buy preowned and save hundreds or even thousands.” (Sparkletastic, 10/02/2016, O.G.)*

*“My mom is an accountant, so she always taught me awesome financial principles and ways to save.” (ccbaggirl89, 23/05/2017, Member).*

Rather than spending large amounts of money on new luxury brands, these consumers believe that purchases of pre-owned luxury brands are a way to maximise the value of their money. They claim they can often find authentic, like-new, or even unused pre-owned luxury brands.

#### 9.4.2 Theme 2: Shopping habit oriented

The second theme of consumer profiles is identified according to their shopping habits, and



two sub-themes were revealed from the netnography data analysis: *rotator* and *hoarder*.

Rotators enjoy switching the items in their pre-owned luxury brand collection to experiment with many different styles. For example, an online consumer shared her experience of flipping bags for fun rather than for profit.

*“I also find that I'm buying some stuff and when I get it I like it but I know I don't really want it and won't use it so then I sell it - not for a profit - I'm lucky if I break even after ebay takes their cut. I feel like I'm doing a community service importing and distributing Coach bags!” (Two.time.bags, 07/03/2014, Member).*

It can be seen that the rotator consumers do not buy pre-owned luxury brands to own them but to see them and touch them in reality. For these rotator consumers, as long as they have seen it, they think they have it.

By contrast, hoarders are consumers who enjoy accumulating pre-owned luxury brands of which they are fond. To illustrate, an online consumer regarded their acquisition of pre-owned luxury brands as a type of hoarding behaviour and explained that:

*“Sorry I can't help. I'm a hoarder. :giggles: I'd keep as I'd get pleasure just from looking at it...and stroking it... It's beautiful and the condition looks fabulous!” (Jascharess, 02/11/2015, Member).*

#### 9.4.3 Theme 3: Product oriented

The third theme of consumer profiles is categorised according to their preferred product categories of pre-owned luxury brands. Three sub-themes are *collector*, *casual lifestyle seeker*, and *regionalist* and include five types of consumers.

The first sub-theme collector includes three types of collectors, among which the first type are collectors of limited-edition new luxury brands. These consumers were found hunting for specific versions of new luxury brands on the secondary market as an alternative approach to gain quicker access to these items they desire. To illustrate, online consumers commented that:

*“Depends on the bag but I prefer new. Conversely, I paid a high price for a new limited-edition bag so for me it's all about getting what I want, not the price.” (GillianAnnie, 28/02/2013, Member).*

*“I bought the WOC because they didn’t have a navy WOC at the store, and I’m impatient to wait. All my other Chanel bags are new.” (allycat0303, 16/11/2018, O.G.).*

The second type of collectors are found to enjoy collecting vintage luxury brands with discontinued styles. For example, a forum member self-disclosed that she has the largest vintage Faigen bag collection in Australia.

*“Huge vintage bag collector and seller here :smile: Seller because at one stage I had over 1,000 bags and the spare room was full. Mainly collect tooled leather, 40's/50's crocodile, Orotan, Glomesh and I have the largest collection of vintage Faigen handbags in Australia.” (Moonwitch, 23/03/2012, Member).*

The last type of collector is the consumer who focuses on buying pre-owned luxury brands of a specific product category. An online consumer regarded herself as a purseaholic, because she is interested in collecting only unusual pre-owned luxury branded purses and bags. To illustrate:

*“I love vintage bags, have been selling off some of my collection on eBay, Enid Collins For the Birds on there right now. I also have a handmade Etienne Aigner bag that is awesome. I love them all, but the more unusual, the better. I even have a ladies day purse from the 1870's. I am a purseaholic.” (Purseaholic, 07/05/2006, Member).*

The second sub-theme of consumers’ profile is named casual lifestyle seekers, who are consumers who prefer a relaxed, occasional, spontaneous dress code, which is suitable for daily use. Several online consumers explained that their choices of pre-owned luxury brands are because they do not want to stress about marks or damage when using luxury brand items. For example:

*“I also like saving money and not having to worry so much about something I bought second hand. I take care of my things but have a very casual lifestyle and don’t want to stress about marks etc.” (Islandbreeze, 20/12/2021, Member).*

*“You have to be very picky though and know what you want. Right now I'm wanting a RH city to use for more casual wear and not be so worried about damaging it.” (Lindylee, 01/04/2011, Member).*

The last type of consumers identified from the netnography data are regionalists, who were found to prefer only pre-owned luxury brands produced in particular countries or regions. For instance, several online consumers commented that they prefer to purchase pre-owned luxury brands made in America and Europe.

*“I have 2 vintage ( or classic ) Coach bags. I bought the white one mostly because it was made in the USA and Coach don't make them here anymore.” (Coach10619, 03/02/2010, Member).*

*“Personal I try to avoid fast fashion H&M, Zara, even LULU. I try to buy pieces made In N America/Europe, and I do buy designer second hand.” (Bobolo, 20/05/2018, O.G.).*

The reason why these product-oriented consumers are willing to buy pre-owned luxury brands may be because the types, quality, and prices of luxury brands on the pre-owned luxury brand market are much more complicated than new luxury brands sold in traditional luxury boutiques. These second-hand luxury goods of different appearances can satisfy consumers with varying needs for these products.

### **9.5 Trading channels of pre-owned luxury brands**

Netnography data analysis also revealed various trading channels of pre-owned luxury brands, aiming to fulfil netnography Research Objective 3.4. Pre-owned luxury brands were found to be traded through both online and offline channels (see Table 9.4).

**Table 9.4 Trading channels of pre-owned luxury brands**

<b>NO.</b>	<b>Themes</b>	<b>Sub-themes</b>
<b>1</b>	<b>Online channel</b>	Auction
		Direct buying
<b>2</b>	<b>Offline channel</b>	Thrift shop
		Free market
		Pre-owned luxury shop
		Family inheritance

#### **9.5.1 Theme 1: Online channel**

The netnography findings indicate that consumers often acquire pre-owned luxury brands through two categories of online channels: *auction* and *direct purchase*.

Forum members often share their experiences of acquiring pre-owned luxury brands on a number of online auction platforms through bidding. For example, one auction platform that was mentioned frequently is eBay. One forum member described in detail her successful bidding experience to purchase a bag on eBay.

*“I asked a few questions, and she had the certification card and it looked in perfect condition. The bidding had already started so I had to outbid the other bidders - not an easy task. So, I made a high bid and got the bag for \$475.” (KY bag lady, 13/12/2015, O.G.).*

The second category of online channels allows direct purchases of pre-owned luxury brands, the first of which are trusted, reputable individual sellers. Online consumers mentioned in comments that these reputable resellers often directly sell their pre-owned luxury brands through Instagram and eBay.

*“I have bought many pre-loved chanel bags but only from reputable resellers on eBay (eg Japanese resellers with at least 99% positive feedback) or reputable consignment stores.” (Yinnie, 17/05/2017, O.G.).*

*“On one occasion I bought a bag without the box and receipt because it was a vintage piece, but it was in unworn condition with the card and dust bag. I have purchased this way from reputable sellers on Instagram and eBay.” (kn85, 27/10/2018, Member).*

Furthermore, online consignment platforms that accept individual consumers' commissions to resell their luxury brands were identified as the main channel through which consumers acquire their pre-owned luxury brands. Some well-known online consignment platforms can be identified from consumers' comments.

*“Fashionphile and Boutique Patina is my usual go to for pre-loved and vintage Chanel.” (Bisoux78, 17/07/2018, O.G.).*

*“Real Deal Collection and Ann's Fabulous Finds are 2 consignment shops that are absolutely fabulous. You can find a good deal AND rest assured that they are authentic. I just had the most wonderful experience with AFF...I'd definitely recommend them!” (Laurenpop, 27/03/2008, O.G.).*

#### 9.5.2 Theme 2: Offline channel

Four offline channels through which consumers acquire pre-owned luxury brands were identified in the netnography data analysis: *thrift shop, free market, pre-owned luxury shop, and family inheritance.*

The identified first category of offline channels is thrift shop. One main type of thrift shop mentioned by forum members is a charity shop, which refers an outlet that sells used items to raise money for people who are poor, sick, et cetera. To illustrate, one online consumer explained that:

*“I totally love thrift shops/charity shops because sometimes you can find such unique items” (Gabs007, 14/12/2020, Member).*

The second category of offline channels is the free market, which is usually dominated by individuals’ voluntary transactions and exchanges that are relatively free of excessive interference. The first type of free market identified in the netnography findings is an estate sale, in which all items inside someone’s house are available for purchase. To illustrate:

*“I love vintage! I purchase my vintage at resales and estate sales. I live for vintage. I have never purchased on eBay. I just like to touch what I am purchasing. If I had to wait for someone to send it to me, I would burst.” (Raven3766, 26/11/2011, O.G.).*

The second type is flea market, a street bazaar that provides space for vendors to sell their previously owned items. For example, one online consumer commented that:

*“I am pretty sure I have bought dead person's handbag, jewelry or other items. I buy items from flea markets and thrift stores; the vendors at the flea markets get their merchandise from storage auctions.” (Simplyput, 22/08/2019, Member).*

Netnography findings also revealed that consumers acquire pre-owned luxury brands from two types of offline pre-owned luxury shops. The first type is vintage luxury boutiques that specialise in selling high-end vintage luxury brands. Some online consumers said they prefer this offline channel because they want to inspect the goods to verify their authenticity before purchase. For instance,

*“I've always wanted to buy on eBay, but I'm afraid of bidding, winning, and then getting it and realizing it's in a lot worse condition than previously thought. I would rather be able to see, feel, and SMELL in person at a vintage shop.” (Plumaplomb, 13/02/2009, O.G.).*

The second type of pre-owned luxury shop is an offline consignment shop, which differ from vintage luxury boutiques by providing consignment services for various levels of pre-owned items. Although an offline and online consignment shops have similar business models, forum members said offline outlets sometimes offer lower prices. To illustrate,

*“Consignment shops are the best place. Go in person and one day you might hit the jackpot. They tend to have lower prices since they rely on foot traffic and don't always have an online shop.” (Hikitten, 29/05/2014, O.G.).*

The last category of offline channel through which consumers acquire their pre-owned luxury brands is family inheritance. For instance, a vintage lover shared that all of her vintage luxury brands have been inherited from family members:

*“I love vintage! I only have two: one from my grandma, and one from my mom who inherited one from her mother-in-law. The first is a Koret and probably one of my favorite bags that i own. It's a little reminiscent of Chanel because it has quilted leather and a similar chain strap The other is a small vintage Fendi which is a little beat up, but i still love it:smile:” (Agreenst, 21/01/2008, Member).*

In summary, consistent with the interview findings, the netnography findings also indicate that the trading channels for pre-owned luxury brands – which range from high-end vintage luxury boutiques to low-end flea markets – are much more diverse than the channels for obtaining new luxury brands. Pre-owned luxury brands circulating through different channels will ultimately be obtained by consumers in different forms of value.

## 9.6 Relationship between consumers and their pre-owned luxury brands

This section presents findings related to the identified positive relationships between consumers and their pre-owned luxury brands, aiming to fulfil netnography Research Objective 3.5. Six sub-themes of indicators are revealed: *positive emotional connection, commitment, self-connection, interdependence, intimacy, and trusted partnership* (see Table 9.5).

**Table 9.5 Indicators of positive consumer–brand relationship**

NO.	Themes	Sub-themes
1	Positive consumer–brand relationship	Positive emotional connection
		Commitment
		Self-connection
		Interdependence
		Intimacy
		Trusted partnership

### 9.6.1 Theme 1: Positive consumer–brand relationship

Consistent with the interview findings, a perceived emotional connection was also identified as a sub-theme of indicators of the positive relationship between consumers and their pre-owned luxury brands. Three indicators for this sub-theme reflect the positive emotional connection consumers have with their pre-owned luxury brands. Firstly, some online consumers commented that enjoy affectionately handling, touching, or staring at their pre-

owned luxury brands, which is known as fondness. To illustrate, an online consumer said she cannot help staring at one of her pre-owned bags every day.

*“I have it on a mannequin just to stare at it every day: smile: and be inspired.” (Jamamcg, 10/01/2014, O.G.).*

Similarly, another consumer expressed her fondness after purchasing a pre-owned lambskin Channel tote:

*“When I got my lamb skin tote, I couldn't stop touching her either because the lamb skin was so soft and buttery. She needed to go to LS (leather surgery), and I delayed sending her because I couldn't stop admiring the impeccable quality. It's nice to know I'm not the only one "petting my bag." (Gblb, 01/03/2016, Member).*

Online consumers' perceived emotional connections with their pre-owned luxury brands were also found to manifest in the form of anticipated separation stress. For example, online consumers claimed they could not imagine being separated from their vintage luxury bags.

*“It is a 2 series Lambskin Black Mini and still to this day I swoon every single time I take her out or even see a picture of her. I cannot ever think of parting with this beautiful Vintage Chanel.” (LoveHandbags!, 07/09/2013, O.G.).*

The third indicator of perceived emotional connection is defined in this study as consumers' intense feeling of deep affection. For example, several consumers expressed their love of pre-owned Chanel pieces they have desired for a long time:

*“The Chanel wasn't supposed to stay with me but it did, my most expensive bag so far and I love every bit of it!” (Magdalinka, 09/01/2012, O.G.).*

*“I have been wanting a Chanel vintage camera case for the longest time, hunting, searching everywhere and finally found IT in amazing condition!!!: yahoo: Presenting my vintage camera case 3 series in beige caviar!!! I'm so in love!!!” (Auvina15, 29/06/2016, Member).*

The last indicator of emotional connection is obsession, which refers to the pre-owned luxury brands preoccupying or filling the mind of consumers continually, intrusively, and to a troubling extent. Several online consumers were found to report their obsession towards the pre-owned luxury brands they acquired. For example,

*“I'm fairly obsessed with this ring, I think. I can't stop looking at it!” (Ladyash, 28/01/2014, Member).*

*“My new to me vintage backpack! I’m in love with it. Got it last week and I keep touching and staring at it: heart: I’m borderline obsessed! (idvinexpnai, 07/08/2020, O.G.).*

All four indicators reveal that consumers have a strong attachment to their pre-owned luxury brands and fear separation from them. Referring to the literature on brand love, scholars have found that consumers’ positive emotional connections are indicators of their strong positive relationships with brands (Batra et al., 2012; Machado et al., 2019), thus corroborating this finding.

The second sub-theme of indicators is commitment, which includes one indicator, named handed-down items. Here, the term handed down refers to pre-owned luxury brands that were acquired by consumers for the purpose of passing them on to the next generation. Several online consumers said they not only want to maintain their brand collections as long as they can, but also wish these brands can be passed down to their family members, indicating their strong sense of commitment. For example:

*“I’ve been considering these 4 of my pre-owned Chanel bags as vintage until now when I found you only call those from series 4 forwards as Vintage. I love them so much anyway and will keep them till my daughters or daughter-in-law in a decade to come will proudly hold them as real vintage pieces.” (YBcozYnot, 12/01/2017, Member).*

It can be seen that these consumers have already made plans for the future of their pre-owned luxury brands, which may be because they want their cherished items to be kept in their families. In this case, it seems that even after their death, their family will help them hold on to these treasures.

The third sub-theme of indicators is self-connection. As presented in Section 9.3.6, a consumer’s self-identification concern was found to motivate their acquisition of pre-owned luxury brands by enhancing their self-image. This motivation can also reflect a consumer’s perceived self-connection with their pre-owned luxury brands. For example, a forum member shared that she owns a variety of vintage luxuries in different styles, which can be dressed up at any time to help convey the various self-images she prefers.

*“Thank you both!! Yes, the bags are certainly fun since they have such a different look! I like to have a variety of styles available, and some days I just feel like dressing up vintage.” (Manelieht, 02/07/2015, Member).*



The fourth sub-theme is interdependence. Firstly, forum members were often seen expressing their wishes to continue using some of their pre-owned luxury brands. This type of behaviours is known as continuous use, indicating the interdependence between consumers and their treasured brands. For instance, an online consumer expressed her sense of interdependence with her “Holy Grail” bag, a Louis Vuitton Neverfull MM, by using phrases such as “use it forever” and “this bag dies on me (IF)”. To illustrate,

*“That being said, I have finally found my holy grail bag - Louis Vuitton Neverfull MM - I can totally see myself using it every single day for the rest of my life, and I have been doing just that since I got the bag. I purchased in preloved (was so hesitant about it) and it was just perfect. So I can say that if this bag dies on me (IF).” (Ladan Mrss, 20/12/2018, Member).*

Similarly, another consumer used the terms “dependable” and “always there for me” to describe her perceived interdependence:

*“I took it out last night and it has already grown on me. I think I will love it soon enough. I love all of my dependable, always-there-for-me bags because of how useful they are to me, not because of how much they cost.” (vhuynh2, 29/01/2018, Member).*

In addition to frequent interaction, online consumers also reported that they often use their highly dependable pre-owned luxury brands for occasional presence. For example, one consumer shared that she carries one of her pre-owned luxury bags every Christmas holiday.

*“I still have that bag and use it over the Christmas holidays every year. I love taking it out of the dust bag and checking it over. The chain handles are very heavy but it's a gorgeous lambskin bag. It's 14 in. wide with the burgundy leather lining - today that bag new sells for \$6000.” (KY bag lady, 13/12/2015, O.G.).*

From the words of these consumers, it can be seen that their pre-owned luxury brands have become an indispensable part of their daily lives rather than simply commodities that can be bought or resold. Their dependence on these pre-owned luxury brands allows these consumers to handle various situations without the need to consider other options; instead, they confidently trust their pre-owned luxury brands.

The fifth sub-theme is trusted partnership. Online consumers were often seen expressing the perceived trustworthy quality of their pre-owned luxury brand partners. For example, several consumers expressed their admiration for the remarkable quality of vintage Chanel pieces.

*“I just received this vintage piece a few days ago and I'm so in love with it :biggrin: The vintage Chanel quality is impressive :loveeyes: I've been using her for the past few days ever since I got her :P” (Marjezz, 09/01/2016, O.G.).*

*“My first few Chanel's were preowned, and they are probably the best quality made.” (Bagnut, 28/09/2009, Member).*

The last sub-theme of indicators of the positive relationship between consumers and their pre-owned luxury brands is intimacy. Although intimacy was often identified as an element to measure the quality of interpersonal relationships (Fournier, 1998), it was also found to exist between consumers and their pre-owned luxury brands. For example, online consumers often used intimate terms such as “big sister”, “her”, and “old baby” to refer to their branded items.

*“My first Chanel- vintage 1-series, 1989-1991. This bag has been around for more than half my life- wish it could talk!” (Rocket\_girl, 23/09/2013, Member).*

*“I know I'm incredibly blessed that my mom is also a bag lover and is ok with parting with her older babies! Haha. Thanks for the tip!” (Tenshix, 08/09/2013, O.G.).*

Furthermore, consumers also displayed kindness and concern for their pre-owned luxury brands. For example, one consumer described her heartbroken feeling after her bag fell.

*“I have a sharing here... I fell on ground today as it was rainy. I didn't mind that I hurt my palm with abrasion. But my Chanel baby crashed on the street! I was heartbroken.” (Nancy Wong, 04/01/2018, Member).*

Another consumer even claimed she will save her Chanel bag from a fire because of her sentimentality. To illustrate:

*“My first Chanel was an XL GST 5 years ago! :lol: Had no idea I'd just be downsizing for the years to follow! But I'd save that bag in a fire just based on sentimentality.” (ChanelCanuck, 16/06/2020, Member).*

According to the interpersonal relationship theory (Shimp and Madden, 1988; Nyffenegger et al., 2015), the presence of intimacy indicates the strong positive relationship between consumers and their pre-owned luxury goods. From these consumers' viewpoints, their pre-owned luxury brands have lives and personalities, just as their family members do. As a result, consumers are reluctant to give up these items even in the most difficult times, which is indicative of a positive brand relationship.

## 9.7 Chapter summary

This chapter presented five themes of findings that correspond to fulfil the five netnography data-collection research objectives. Firstly, the meanings of five terms used by Purseblog forum members to describe pre-owned luxury brands on the market or in their possession – pre-owned luxury brand, pre-loved luxury brand, vintage luxury brand, second-hand luxury brand, and new-to-me luxury brand – were discussed to fulfil Research Objective 3.1. Among these terms, pre-owned luxury brand was identified as an umbrella reference to include the four others.

This chapter then discussed the identified influential factors of pre-owned luxury consumption in conjunction with data extracts to fulfil Research Objective 3.2. Thirteen themes of factors were found that can influence consumers' acquisition of pre-owned luxury brands: eight that are motivating – economic concern, critical concern, sentimental value concern, brand-related concern, individual consumption experiential value concern, functionality concern, self-identification concern, and social value concern – two that are facilitating, and three that are hindering.

After that, this chapter reviewed the netnography findings relevant to the consumption patterns of pre-owned luxury brands. The revealed eight types of pre-owned luxury brand consumer profiles were segmented according to their different economic value, shopping habits, and product preferences to fulfil Research Objective 3.3. To fulfil Research Objective 3.4, two types of online channels – auction and direct purchase – and four types of offline channels – thrift shop, free market, pre-owned luxury shop, and family inheritance – through which consumers acquired their pre-owned luxury brands were discussed.

Finally, this chapter presented findings related to Research Objective 3.5: Positive relationships were found between consumers and their pre-owned luxury brands, and the six identified sub-themes of indicators of positive relationships were discussed.

## CHAPTER 10: TRIANGULATION AND DISCUSSION

### 10.1 Introduction

This chapter presents the procedure followed to triangulate the qualitative findings identified from three data sets and discusses the integrated research findings to the four research questions. Discussion of integrated findings can be considered a key move to infuse meaning to all the foregoing work in reporting the findings (Gioia et al., 2013). Since four research questions are proposed to jointly inform the overarching research question, these discussions can provide a deeper interpretation and articulation of the overarching research question.

This chapter first explains the six-step procedure applied in this study to triangulate the interview findings, the systematic literature review findings, and the netnography findings in Section 10.2. Then, the integrated findings after triangulation are discussed in Section 10.3. Specifically, the meanings of the identified seven forms of pre-owned luxury brands are first explained in Section 10.3.1, and the factors influencing consumers' acquisition of pre-owned luxury brands are discussed in Section 10.3.2. After that, RQ3 is answered; it seeks to identify the buying habits and acquisition channels of the various profiles of pre-owned luxury brand consumers, collectively known as a consumption pattern (Section 10.3.3). This is followed by answering RQ4, which seeks to explain the positive relationship identified between consumers and their pre-owned luxury brands (Section 10.3.4). Finally, this chapter is summarised.

### 10.2 Data triangulation procedure

To address the four research questions of this project, the triangulation approach was undertaken to manage the findings. In qualitative studies, triangulation is considered a useful method to enhance the qualitative rigour of the findings (Miles et al., 2020). In this study, the conflicts and inconsistencies among the findings need to be considered and explained to better interpret pre-owned luxury consumption. To ensure rigorous triangulation, the six-step protocol suggested by Farmer et al. (2006) was adopted: sorting, convergence coding, convergence assessment, completeness assessment, researcher comparison, and feedback.

Firstly, three groups of findings – themes, sub-themes, and codes – related to the research questions identified from the analysis of semi-structured interview data, systematic literature review data, and netnography data were collated into an Excel sheet. These collated themes,

sub-themes, and codes were then reviewed and assessed using a convergence coding scheme to determine their degree of convergence. The applied coding scheme contained two sets of evaluation criteria, namely, “Theme meaning and prominence” and “Theme provincial examples” (Farmer et al., 2006). To evaluate “Theme meaning and prominence”, the extent of similarity of the meanings of the same sub-themes identified from the three qualitative data sets and the number of codes they contain were compared. By contrast, “Theme provincial examples” were assessed by comparing the coverage of codes in each sub-theme and the content of data extracts they contain. The evaluation of the two sets of criteria yielded two assessment outcomes regarding the convergence of each sub-theme, which were categorised into four levels: agreement, partial agreement, silence, dissonance. An explanation of the four levels of convergence is presented in Table 10.1.

**Table 10.1 An explanation of the four levels of theme convergence**

<b>Levels of convergence</b>	<b>Explanation</b>
<b>Agreement</b>	The same sub-themes from all data sets being compared are consistent in terms of both of the two sub-criteria in one set of evaluation criteria.
<b>Partial agreement</b>	The same sub-themes from all data sets being compared are consistent in terms of one of the two sub-criteria in one set of evaluation criteria.
<b>Silence</b>	Findings from one data set cover the sub-theme or codes, while findings from other data sets do not cover the sub-theme or codes.
<b>Dissonance</b>	The same sub-themes from all data sets being compared are contradicted in terms of both of the two sub-criteria in one set of evaluation criteria.

The sub-themes that appeared as “partial agreement”, “silence”, and “dissonance” during the convergence evaluation process were reviewed with additional attention. Attempts to identify the underlying causes of these differences among the three data sets were made in terms of three aspects. Firstly, the codes under each sub-theme were reconsidered to improve their representativeness to their corresponding data extracts. Secondly, accurate and unified terms were used to name the synonymous themes, sub-themes, and codes found from the three data sets. This operation helps to disambiguate the meanings of sub-themes, thereby minimising thematic and coding inconsistencies between the data sets. Thirdly, affiliations of the different themes and codes generated from the three data sets were re-examined and confirmed. After completion of these steps of inspection and rectification, the remaining differences in themes, sub-themes, and codes in the findings of the three data sets were retained.

Modified findings from the three data sets were then unified in tables according to the corresponding research questions they answer. Tables of findings were then reviewed by the researcher’s supervisors and discussed with to determine whether any unidentified issues

require changing. The researcher incorporated their suggestions to make further improvements accordingly. As a result, findings of the semi-structured interviews, systematic literature reviews, and netnography were integrated (Tables 10.2, 10.4, 10.5, 10.6, and 10.7). Both similar and unique findings were highlighted and discussed to achieve a deep interpretation of each research question.

### **10.3 Discussion of research questions**

This section discusses the triangulated findings for the research questions. Findings to answer RQ1, which focuses on investigating the meanings of various forms of pre-owned luxury brands, are first discussed. Then, RQ2, which explores the factors influencing consumers' acquisitions of pre-owned luxury brands, is answered. This is followed by a discussion of RQ3, which relates to identifying pre-owned luxury brand consumers' buying habits and the channels they use to acquire pre-owned luxury brands, known as a consumption pattern. Finally, RQ4 is addressed by discussing the positive relationships between consumers and their pre-owned luxury brands.

#### **10.3.1 RQ1: To investigate meanings of potential different forms of pre-owned luxury brands**

Identification of the potential different forms of pre-owned luxury brands and their meanings is the primary aim of this research. Scholars have not yet fully understood the forms of existence and the meanings of the luxury branded items circulating in the second-hand market (Turunen and Leskinen, 2015). Firstly, some scholars have ignored the fact that pre-owned luxury brands can take different forms and arbitrarily adopted terms they believe to have similar meanings. Examples are the terms luxury vintage used in research by Amatulli et al. (2018), pre-loved luxury used in Turunen and Leskinen's (2015) study, and luxury vintage fashion in Keim and Wagner's (2018) study. Although all of these scholars refer to the luxury items circulating in the secondary market, their interchangeable use of terms can lead to misunderstandings of their research outcomes, thus undermining their contributions.

Furthermore, other scholars' knowledge of possible forms of pre-owned luxury brands were one-sided based on their understanding of the definition of pre-owned possessions (Ryding et al., 2017). For example, Turunen and Leskinen (2015) borrowed definitions of three forms of pre-owned possessions to explain the meaning of pre-loved luxury brands. Until recently, Turunen et al. (2020) still cited the definitions of second-hand goods and vintage to explain

the meaning of pre-owned luxury brands. However, since pre-owned luxury brands are a complex of the triple attributes of pre-owned, luxury, and brand, it cannot be assumed that their forms and characteristics are the same as those of ordinary pre-owned possessions.

The analysis of three data sets revealed seven terms used by consumers, retailers, or scholars to refer to luxury brands acquired from the secondary market. Findings are displayed in Table 10.2.

**Table 10.2 Triangulated meanings of seven forms of pre-owned luxury brands**

Theme	Sub-themes (Forms)	Groups of codes	Number of embedded codes			Common codes in three findings	Common codes in two findings	Corresponding different codes		
			Semi-structured interview	Netnography	Systematic literature review			Semi-structured interview	Netnography	Systematic literature review
Forms of existence of pre-owned luxury brand	Pre-owned luxury brand	Characteristics	1	1	0	N/A	N/A	(1) Owned before	(1) Preowned can be expensive	N/A
		Negative connotation	1	0	0	N/A	N/A	(1) Discounted excitement	N/A	N/A
	Pre-loved luxury brand	Characteristics	3	1	2	N/A	N/A	(1) Being loved, (2) Being used, (3) Seller's marketing tactic.	(1) Barely used	(1) Owned before, (2) Umbrella term.
		Positive connotation	1	0	0	N/A	N/A	(1) Once being loved	N/A	N/A
		Negative connotation	1	1	0	N/A	N/A	(1) Too much attachment	(1) Unaccustomed feelings	N/A
	Vintage luxury brand	Time of production	1	3	2	(1) Over 20 years	(1) At least 10 years	N/A	(1) Depends on product category	N/A
		Characteristics	4	3	5	(1) High price	(1) Rarity	(1) Desirable, (2) Knowledge requirement	(1) Once coveted, (2) Classic	(1) Authenticity, (2) Not necessarily used, (3) Represent past style
		Implied value	0	0	1	N/A	N/A	N/A	N/A	(1) Historical value
	Second-hand luxury brand	Characteristics	2	2	3	(1) Irrelevant to year	N/A	(1) Changed hands	(1) Not necessarily used	(1) Used, (2) Lower price than new
		Negative connotation	2	0	0	N/A	N/A	(1) Low-end, (2) Being used.	N/A	N/A
		Implied value	0	0	3	N/A	N/A	N/A	N/A	(1) Functional value, (2) Frugality, (3) Sustainable consumption
	Luxury collectible	Characteristics	2	0	3	N/A	(1) Apart from utility, (2) Perceived ownership	N/A	N/A	(1) Not necessarily used.
		Implied value	0	0	2	N/A	N/A	N/A	N/A	(1) Intrinsic psychological value, (2) Emotional connection
	New-to-me luxury brand	Characteristics	0	1	0	N/A	N/A	N/A	(1) New to consumers	N/A
		Positive connotation	0	1	0	N/A	N/A	N/A	(1) Positive feeling	N/A
Resale luxury	Characteristics	1	0	0	N/A	N/A	(1) Brand new item	N/A	N/A	



Inconsistencies can be identified between the findings from the semi-structured interviews and the netnography. Firstly, interviews and netnography uncovered three different terms used to describe luxury branded items circulating in the secondary market. To illustrate, “luxury collectible” was identified only in the interviews. Although online consumers also shared their experiences with collecting pre-owned luxury brands, they did not directly use the term “luxury collectible” to describe the items they acquired, which led the researcher to code these replies as their purchase motivations. Since this thesis aims to truly interpret consumers’ experiences, only terms found directly in consumers’ responses were recorded as forms of pre-owned luxury brands. Additionally, the term “resale luxury brand” was identified only in the interviews. Although “resale luxury brand” does represent a typical form of pre-owned luxury brands, terms such as this may allude to the information of reselling, which is out of the threads’ topics on the Purseblog forum and is not encouraged by the forum administrators. The term “new-to-me luxury brand” was discovered from netnography, perhaps due to the eagerness of these online members to share their excitement about newly acquired pre-owned luxury brands with others who shared their interests. During the interviews, it is likely that the informants did not feel as free to share their excitement about acquiring pre-owned luxury brands with the researcher as they would with their fellow enthusiasts. Thus, the use of different data collection methods can aid in the discovery of different forms of pre-owned luxury brands.

Secondly, there is disagreement about the meaning of the commonly identified terms. For instance, the term “second-hand luxury brand” was described in netnography as not necessarily used, while the interview findings indicated that this term is suitable to describe luxury brands that were used. This inconsistency is due to consumers mentioning the negative meaning of “second-hand luxury” in the interviews and providing detailed explanations, while online consumers tend to use “second-hand luxury” and “pre-owned luxury” interchangeably, thus specifying only the changed-hands nature of second-hand luxury brands. Moreover, the time span requirement for vintage luxury was different in the semi-structured interview findings and netnography findings. Interview informants agreed that vintage luxury brands must be at least over 20 years old, while online forum members propose a lesser requirement of 10 years. This difference may be because online consumers have different understandings of the meaning of luxury brands, so they share more categories of pre-owned luxury brands, which affects their time standards for judging vintage luxury brands. Based on the principle of seeking common ground while reserving differences and dialectics, the triangulated findings are discussed further below.

#### 10.3.1.1 Pre-owned luxury brand

Pre-owned luxury brand was identified as the broadest term used by informants and forum members to describe all luxury branded items circulated in the secondary markets. Firstly, qualitative findings indicated that the term pre-owned luxury brand, in consumers' minds, refers to all luxury brands that have been owned, regardless of their newness and or their use history. That is to say, a luxury brand that has been owned previously, even if it is brand-new, can be called a pre-owned luxury brand. In addition to discussing ownership, the qualitative findings revealed that pre-owned luxury brands were described as potentially expensive. This vague expression indicates that the price of a pre-owned luxury brand is not fixed and can be higher or lower than the original price. This finding is consistent with previous scholars' description of pre-owned possessions (Hansen and Zotte, 2019), which states that when new items become owned, their original value (e.g., price) changes and reappears as a variant of different value categories (Abi et al., 2017). Furthermore, it is worth noting that this term can generate negative feelings among consumers. A possible reason is that the word owned tends to remind consumers that the item was once owned and disposed of. By synthesising the triangulated findings (Cambridge Dictionary, 2023a; Moon et al., 2023), pre-owned luxury brand refers to luxury brands that were owned previously but were traded by their previous owners through a variety of channels and were acquired by their new owners at various forms of value.

Although the term pre-owned luxury brand has not been explored in previous research, it can be suitable to study as an umbrella term in forthcoming research. As a new construct proposed in this research, pre-owned luxury brand challenges the comprehensiveness of the terms used in previous studies to describe luxury brands circulating on the second-hand market, such as second-hand luxury, vintage luxury, and preloved luxury (Turunen and Leskinen, 2015). This is because these terms used in previous studies to describe all pre-owned luxury brands on the market can be considered as taking a part for the whole, which means unilaterally inferring the whole based on part of the phenomena and drawing incorrect conclusions. The meaning of pre-owned luxury brand is inclusive enough due to its emphasis on the change of ownership, which is suitable for collectively referring to all value categories of luxury brands circulating on the second-hand markets.

#### 10.3.1.2 Pre-loved luxury brand

The term pre-loved luxury brand was identified in all three sets of findings. As a concept,

this term was initially proposed in Turunen and Leskinen's (2015) study exploring pre-owned luxury consumption. However, their view of pre-loved as a broad term that can include other forms of pre-owned luxury brands is inaccurate, as the qualitative data reveals that pre-loved luxury brand refers to only one type of pre-owned luxury brands.

The qualitative data findings in this study suggest that the term pre-loved luxury brand has multiple meanings to different stakeholders. For some consumers, a pre-loved luxury brand first describes their adoption of something that was once loved by their predecessors. Although in most cases it is difficult to tell whether these pre-owned luxury brands were loved by their previous owners, the emphasis on the imagination that they were loved can reflect the positive connotation and love that their new owners would like to ascribe to them. Regarding the sellers' point of view, pre-loved was found to be a popular marketing term. The findings revealed that sellers believed calling pre-owned luxury brands pre-loved could make their items more attractive and acceptable to consumers. The possible reason is that the word loved makes it easier for consumers to believe these items were once cherished and then sold for the purpose of giving them a new life rather than throwing away.

Consistent with this positive approach to naming, another criterion for pre-owned luxury brands to be qualified as pre-loved luxury brands was that they need to be barely used. This may be because a barely used condition implies that the original owners of these pre-owned luxury brands may have trusted and cared for them as beloved family members. If these luxury branded items were obviously used or even ruined, the indications were that their previous owners did not like them very much and used them carelessly, which does not conform to love.

Nevertheless, the findings also reveal that the term pre-loved is not welcomed by all consumers. Several consumers said the prefix "pre-" reminds them of the previous owners of these items, which often involves too much attachment (Brough and Issac, 2012). It can be summarised that pre-loved luxury brand is a term that can create not only positive feelings for some consumers but also generate negative feelings for others. This controversial connotation prompts pre-owned luxury brand sellers to consider the characteristics of their customer groups and weigh the advantages and disadvantages of using this term.

To summarise, pre-loved luxury brand refers to an authentic and barely used pre-owned luxury brand that is believed to be once loved by its owners but traded for a variety of reasons

and then acquired by its new lovers, which is a term often used by both pre-owned luxury brand sellers and buyers to enhance its positive connotation.

The findings of this research on the meaning of pre-loved luxury brand both confirm and challenge previous findings. Firstly, findings confirm the existence of the term pre-loved luxury brand as an important form of pre-owned luxury brands (Silva et al., 2022), which should not be ignored in further studies. More importantly, this research reveals the ambiguous meanings of the term pre-loved luxury brand by elaborating on the connotation of loved in the minds of various stakeholders. Based on the empirical findings, this research discovered that pre-loved luxury brand is more suitable for consideration as a type of pre-owned luxury brand, which challenges the meaning of pre-loved luxury proposed by Turunen and Leskinen (2015).

#### 10.3.1.3 Vintage luxury brand

Vintage luxury brands were also identified in data findings as a prominent form of pre-owned luxury brands. Previous studies mainly referenced the definition of vintage items to explain the meaning of a vintage luxury brand from three aspects, which are its objective age, characteristics, and value (Cervellon et al., 2012; Turunen and Leskinen, 2015; Amatulli et al., 2018). The latest study defined vintage luxury as a rare and authentic product, at least 10 years old, that represents specific past eras and can be considered a testimony of the past (Turunen et al., 2020).

Prior scholars' conceptualisation of vintage luxury brands can be advanced by this study. As with previous findings (Cervellon et al., 2012; Turunen and Leskinen, 2015), this research also revealed that age is the most obvious feature of a vintage luxury brand. The difference, however, with the latest definition of vintage luxury brand is that whilst some consumers believe pre-owned luxury brands need to be at least 20 years old to qualify as vintage, other consumers think the threshold is more than 10 years old. Consumers' different perceptions of time spans may be due to their lack of awareness of the difference between vintage luxury brands and vintage brands. Given the fact that the styles of most luxury brands are usually more classic than those of ordinary brands, which can ensure their popularity for a longer period, this study considers 20 years to be a safe time span to distinguish a vintage luxury brand from other forms of pre-owned luxury brands. This is because luxury brands may need to be produced at least 20 years ago to be obviously different from those released today.

Furthermore, qualitative findings also revealed that the time span criteria for vintage luxury brands can be different across product categories. Previous studies did not address the influence of product category when defining vintage luxury brands, which is easy to understand, because almost all scholars have focused on studying luxury fashion brands (Kessous and Florence, 2019; Turunen and Poyry, 2019). In contrast, the findings of this study can reflect consumers' opinions about buying different product categories of pre-owned luxury brands, such as cars and watches. The vintage standards of these products may be related to the different consensus held by their corresponding consumer groups.

The qualitative findings also revealed several newly identified characteristics of vintage luxury brands. The term vintage luxury brand was found to refer not only to authentic pre-owned luxury brands that represent past styles, as suggested by prior scholars (Blazquez Cano et al., 2018; Zampier et al., 2019), but also must include items that were coveted in the time in which they were produced and are desired by today's consumers. A possible reason is that only luxury brands designed in a classic style can last for years and be accepted by a wide range of people years thereafter. Furthermore, consistent with previous findings (Sihvonen and Turunen, 2016; Abi et al., 2017), this study also identified the high monetary value of vintage luxury brands, which is influenced by the items' age and condition and can often increase over time, as they can no longer be bought as brand-new.

In summary, the definition of vintage luxury could be advanced as rare, old (normally more than 20 years), authentic, pre-owned luxury brands, which represent the specific style of an era, and their values are determined by their scarcity and condition over time.

#### 10.3.1.4 Second-hand luxury brand

The fourth identified form of pre-owned luxury brands is a second-hand luxury brand. Scholars have often conceptualised second-hand luxury as used luxury brands often sold at low prices and related to consumers' frugality and sustainable consumption behaviours (Turunen and Leskinen, 2015; Turunen et al., 2020).

The meaning of the term second-hand luxury brand was both confirmed and complemented by the findings of this research. Firstly, this study confirms that second-hand luxury refers to those luxury brands that can be either new or old, making their year of production irrelevant (Cervellon et al., 2012). This description of the year of production of second-hand

luxury brands seems to be like that of pre-owned luxury brands. However, the meanings of these two terms were found to be different in this study.

The findings of this research further advance the understanding of a second-hand luxury brand by clarifying its changing-hands nature. Specifically, the term second-hand does not necessarily refer to luxury goods that have changed hands once but also includes luxury brands that may have been sold many times on the secondary market. Furthermore, the findings of the current research also provide a rich explanation for why the term second-hand luxury brand is regarded as referring only to used luxury brands (Turunen et al., 2020). Possible reasons can be provided by the low-end connotation of second-hand luxury brand mentioned by consumers. The term second-hand was found to remind consumers of flea market and car boot sales, and the low-end images of these markets make consumers imagine that second-hand luxury brands were used, even if that is not necessarily true. Although some forum members were found to claim that second-hand luxury brands may not have been used, the reason they described it this way is because they did not distinguish the difference between the meanings of second-hand luxury and pre-owned luxury and collectively referred to all luxury brands in the secondary market as second-hand. Given the two unique characteristics of second-hand luxury brands – low-end image and presumed used status – the term cannot be used interchangeably with pre-owned luxury brands.

By synthesising findings from the three data sets, a second-hand luxury brand is conceptualised as a previously owned luxury brand usually characterised by low price and high functional value when compared to new luxury brands and perceived to be used.

#### 10.3.1.5 Luxury collectible

The qualitative findings also identified luxury collectible as a form of pre-owned luxury brand. The term luxury collectible was mentioned in only one article on pre-owned luxury consumption (Turunen and Leskinen, 2015) and is considered to have two salient features, namely, "apart from utility" and "perceived ownership". Consistent with Turunen and Leskinen's (2015) findings, the term luxury collectible and its two features were also identified in the analysis of the semi-structured interview data. Firstly, the informants contended that luxury collectibles are different from their daily necessities, meaning that, most of the time, they are not ready for use. While stripping away any utilitarian value, the qualitative findings also confirmed that luxury collectibles embed the intrinsic psychological

value endowed by their owners (Zonneveld and Biggemann, 2014), and the perceived ownership of luxury collectibles is a prominent element of psychological value (Spaid, 2018).

By incorporating the prominent characteristics of collectibles identified from the literature, such as the irrelevance of price (Hansen and Zotte, 2019) and the presence of high emotional value (Turunen and Leskinen, 2015), a luxury collectible can be defined as a pre-owned luxury brand that is removed from its inherent utilitarian value and is distinguished from a non-collectible by its additional psychological value rather than monetary value.

#### 10.3.1.6 New-to-me luxury brand

The term new-to-me luxury was discovered for the first time in the analysis of the netnography data. Although new-to-me luxury was not studied in previous research, the term was used often by online consumers to refer to the pre-owned luxury brands they acquire. Consumers who prefer the term new-to-me luxury tend to emphasise the fact that these luxury brands are brand-new to them. They often exhibit less concern about the previous lives or year of production of these pre-owned luxury brands but are willing to indulge in the joy of their acquisition. This tolerance and disregard for the past experiences of pre-owned luxury brands can reflect consumers' positive feelings towards the new-to-me luxury brands they have acquired. Therefore, new-to-me luxury brand could be regarded as a term used by consumers to indicate the additional positive emotion attached to their luxury brands acquired from the secondary market.

Identification of the term new-to-me luxury brand could be a valuable new finding of this research. This term does not describe the previous lives or status of pre-owned luxury brands like other terms, such as pre-loved and second-hand, do but highlights instead the new lives these brands will have with their new owners. As the findings of this study reveal, terms containing the prefix "pre-" or the adjective "second-hand" tend to create disgust with pre-owned luxury brands for some consumers. The term new-to-me luxury brand can give pre-owned luxury brand retailers new ideas about how to market their products, that is, by avoiding discussing the previous lives of pre-owned luxury brands to reduce consumers' ambivalence about buying them.

#### 10.3.1.7 Resale luxury

The last identified term for pre-owned luxury brands is resale luxury, which refers to pre-

owned items that are new and have not been used. For example, some limited-edition luxury brand shoes are bought by shoe vendors upon their release for the purpose of reselling to consumers who enjoy using or collecting these shoes. Although these sneakers were previously owned by shoe vendors, they are still new luxury items, and the vendors' purpose is to gain resale value. To conclude, the term resale luxury brand refers to pre-owned but new luxury brands that are resold by their owners on the secondary market for the purpose of realising a profit.

Resale luxury represents a type of pre-owned luxury brand that has not been studied in previous research and, therefore, requires further examination. From the informants' descriptions, it can be inferred that the consumption phenomenon related to this type of luxury brand is unique, as they are new products that are sold exclusively through second-hand channels.

#### 10.3.1.8 Summary of findings

This section discussed the integrated findings related to RQ1 of this research. In summary, seven main forms of luxury branded items circulating on the secondary market were identified: pre-owned luxury brand, pre-loved luxury brand, vintage luxury brand, second-hand luxury brand, luxury collectible, new-to-me luxury brand, and resale luxury brand. The term pre-owned luxury brand was recognised as an umbrella term that can include the other six terms. A comparison of the characteristics of these six sub-forms of pre-owned luxury brands is displayed in Table 10.3.

Table 10.3 differentiates six sub-forms of pre-owned luxury brands according to their 9 key characteristics. An overview of the table indicates that these six sub-forms are not entirely mutually exclusive, and some of them are interchangeable, depending on consumers' different emphasis on the tangible or intangible value they desire to receive from them. With a focus on their characteristics, all six sub-forms of pre-owned luxury brands are previously owned but not all of them are used, which results in their different conditions. Among these conditions, only vintage luxury brands have a time span requirement, while other forms of pre-owned luxury brands do not. Regarding price, both vintage luxury brands and resale luxury brands are often sold at high prices. The reason could be that vintage luxury brands often charge a premium for their rich history, while resale luxury brands often charge according to their limited availability. In terms of tangible and intangible value, second-hand luxury brands have many similarities to general pre-owned brands, and their functional value



is emphasised by consumers. However, contrary to second-hand luxury brands, luxury collectibles are often not used by their owners but are considered to feature high historical and sentimental value.

**Table 10.3 Characteristics of six sub-forms of pre-owned luxury brands**

Characteristics	Pre-owned luxury brand					
	Pre-loved luxury brand	Vintage luxury brand	Second-hand luxury brand	Luxury collectible	New-to-me luxury brand	Resale luxury brand
<b>Usage</b>	Unspecified	Unspecified	Used	Unspecified	Unspecified	Unused
<b>Product condition</b>	Good	Good	Satisfactory	Unspecified	Unspecified	Excellent
<b>Time span</b>	Unspecified	Over 20 years	Unspecified	Unspecified	Unspecified	Short
<b>Price</b>	Unspecified	High	Low	Unspecified	Unspecified	High
<b>Connotation</b>	Positive/Negative	Positive	Negative	Positive	Positive	Positive
<b>Exclusivity</b>	Medium	High	Low	Unspecified	Medium	High
<b>Historical value</b>	Medium	High	Low	Unspecified	Unspecified	Low
<b>Emotional value</b>	High	Medium	Low	High	High	Medium
<b>Functional value</b>	Unspecified	Medium	High	Low	Unspecified	Unspecified

10.3.2 RQ2: To explore factors that influence consumers to choose pre-owned luxury brands

The second objective of this project is to identify the factors that can influence consumers' acquisitions of pre-owned luxury brands. Previous research was found to lack sufficient and accurate understanding of the consumption motivations of pre-owned luxury brands. For example, the meanings of some motivating factors identified by prior scholars are not consistent with their literal meanings, which may easily lead to misunderstanding (Amatulli et al., 2018). Secondly, although some factors describe the same motivation, they had different names in different studies, which increases the difficulty of distinguishing these motivations (Turunen and Leskinen, 2015). In addition, some scholars were also found to have contradictory opinions regarding some factors influencing pre-owned luxury consumption (Keim and Wagner, 2018).

To fill in these gaps, this study revealed eight themes of motivators of pre-owned luxury consumption, which were further divided into 28 sub-themes. Furthermore, consumer acquisitions of pre-owned luxury brands were also found to be influenced by both facilitating factors and hindering factors. As a result, two themes of facilitating factors and three themes of hindering factors were identified, and each is discussed (see Table 10.4).

**Table 10.4 Triangulated influential factors of pre-owned luxury consumption**

Influential factors	NO.	Theme	Sub-theme	Number of embedded codes			Common codes in three findings	Common codes in two findings	Corresponding different codes		
				Semi-structured interview	Netnography	Systematic literature review			Semi-structured interview	Netnography	Systematic literature review
Motivating factors	1	Economic concern	Budgeting concern	2	3	2	(1) Affordability, (2) Bargain hunting	N/A	N/A	(1) Cashflow releasing	N/A
			Fair price concern	4	3	0	N/A	(1) Unjustifiable new price, (2) High cost-performance of second-hand, (3) Unwilling to pay full	(1) Value cognition	N/A	N/A
			Value appreciation concern	2	2	2	N/A	(1) Short-term flipping for profit, (2) Long-term investment	N/A	N/A	(1) Financial investment, (2) Windfall
			Value preservation concern	2	2	0	N/A	(1) Value retention (2) Test investment	N/A	N/A	N/A
	2	Critical concern	Ethical consumption	3	4	1	N/A	(1) Circular fashion (2) Perceived ethical responsibility (3) Animal protection	N/A	(1) Upgraded fashion	(1) Ecological consciousness
			Avoidance of conventional channels	1	4	0	N/A	(1) Bored with new	N/A	(1) Untrust with new, (2) Distance from consumption system, (3) Worry new fake	N/A
	3	Brand-related concern	Brand as product - Availability aspect	4	3	0	N/A	(1) Alternative approach to new, (2) Access to limited edition, (3) Access to discontinued product	(1) Access to specific version/model	N/A	N/A
			Brand as product - Attributes aspect	5	7	1	(1) Iconic design	(1) Distinctive design, (2) Exquisite craftsmanship	(1) Classic, (2) Quirky	(1) Aged looking, (2) Funky, (3) Premium material, (4) Inherent luxury brand reputation	N/A
			Brand channel experience - pre-owned aspect	2	2	0	N/A	(1) Flexibility	(1) Highly involved	(1) Pleasurable	N/A
			Brand channel experience - new aspect	0	3	0	N/A	N/A	N/A	(1) Overrated boutique experience, (2) Arrogant Sas, (3) Untrustful care service	N/A
			Brand relationship development	0	3	1	N/A	(1) Brand loyalty	N/A	(1) Gateway choice, (2) Brand heritage preservation	N/A
	4	Individual consumption experiential value concern	Pre-consumption experience	2	2	0	N/A	(1) Knowledge learning, (2) Anticipation	N/A	N/A	N/A
			Purchasing experience	3	2	1	(1) Treasure hunting	N/A	(1) Seek perfection, (2) Excitement	(1) Enjoy bargaining	N/A
			Consumption of the experience	5	5	0	N/A	(1) Enjoy fiddling, (2) Perceived ornamental value, (3) Set completion	(1) Hobby development, (2) Hedonic pleasure	(1) Rotate collection, (2) Enjoy hoarding	N/A
			Memory of the experience	4	3	0	N/A	(1) Addictive feeling, (2) Adventurous, (3) Satisfaction	(1) Perceived ownership	N/A	N/A
	5	Sentimental/emotional value concern	Nostalgia	3	3	1	N/A	(1) Past-reminding of family members, (2) Past-reminding of youth, (3) Commemorate special moment	N/A	N/A	(1) Nostalgic pleasure

Influential factors	NO.	Theme	Sub-theme	Number of embedded codes			Common codes in three findings	Common codes in two findings	Corresponding different codes		
				Semi-structured interview	Netnography	Systematic literature review			Semi-structured interview	Netnography	Systematic literature review
			Historical connection	3	2	2	N/A	(1) History-directed imagination, (2) Historical value	(1) Past celebrity connection	N/A	(1) Emotional bond with past, (2) Pre-loved treasure
			Family legacy	1	1	0	N/A	(1) Family heirloom	N/A	N/A	N/A
			Sympathy	0	1	0	N/A	N/A	N/A	(1) Idea of adoption	N/A
			Self-identification concern	3	3	1	N/A	(1) Perceived self-efficacy, (2) Sense of achievement, (3) Self-affirmation	N/A	N/A	(1) Self-confidence
	6	Self-identification concern	Self-image enhancement	2	2	1	N/A	(1) Elevate gracious image, (2) Refined taste	N/A	N/A	(1) Being luxury connoisseur
			Self-image display	2	1	0	N/A	(1) Anti-ostentation	(1) Self-statement	N/A	N/A
	7	Functionality concern	Utility value	3	5	0	N/A	(1) Practicality, (2) Occasion presence, (3) Versatile	N/A	(1) Worry-free use, (2) Timeless design	N/A
			Perceived quality	2	2	1	N/A	(1) Pristine new condition, (2) High durability	N/A	N/A	(1) Timelessness
	8	Social value concern	Social contact	1	1	0	N/A	N/A	(1) Friendship building	(1) Social interaction	N/A
			Social identity value	3	2	3	(1) Social acceptance	(1) Bandwagon effect	(1) Respect earning	N/A	(1) Status seeking, (2) Fashion involvement
			Conspicuous value	4	2	1	N/A	(1) Admiration, (2) Get compliment in public	(1) Show off, (2) Wealthy image	N/A	(1) Impressing others
			Uniqueness	3	3	1	N/A	(1) Scarcity, (2) Special, (3) Exclusivity	N/A	N/A	(1) Need for uniqueness
Facilitating factor	1	Trustworthy source	Authenticity guarantee	3	4	0	N/A	(1) Originality, (2) Authenticity legitimizing, (3) Reliable seller	N/A	(1) Secure policy	N/A
			Flexibility	0	2	0	N/A	N/A	N/A	(1) Payment by instalments, (2) Unavailability of new luxury boutique	N/A
			Information richness	1	0	0	N/A	N/A	(1) Promotional initiatives	N/A	N/A
	2	Professional knowledge support	Individual competence	1	4	0	N/A	(1) Expertise	N/A	(1) Homework research, (2) Patience, (3) Picky	N/A
			Assistance from relevant others	2	0	0	N/A	N/A	(1) Family member influence, (2) Friend's assistance	N/A	N/A
Hindering factor	1	Perception bias	Temporary discomfort	2	2	0	N/A	(1) Sense of ambivalence, (2) Need adaptation	N/A	N/A	N/A
	2	Extra uncertainty	Information asymmetry	1	1	0	N/A	(1) Undisclosed defects	N/A	N/A	N/A
			Authenticity risk	1	2	1	(1) Fear of inauthenticity	N/A	N/A	Lack of trust-worthy seller	N/A
			Channel risk	2	2	0	N/A	(1) Shipping risk, (2) Unstable supply	N/A	N/A	N/A
	3	Poor condition	Unacceptable appearance	0	4	0	N/A	N/A	N/A	(1) Germ phobia, (2) Bad odour, (3) Dark patina, (4) Poor condition	N/A
Secondary cost			0	1	0	N/A	N/A	N/A	(1) High replacement cost	N/A	

Inconsistencies can be identified between semi-structured interview findings and netnography findings regarding motivating factors, facilitating factors, and hindering factors. In terms of motivating factors, two main types of inconsistencies were identified. The first is related to the differences in sub-themes, with three additional sub-themes identified in the netnography: “brand channel experience - new aspect”, “brand relationship development”, and “sympathy”. Unlike the factors that come from the pre-owned aspect that attract consumers, these motivating factors related to new luxury channels are caused by the poor performance of new luxury brands, which forces the exodus of new luxury consumers. Such factors are only found in the netnography may be because netnography is more helpful in understanding the consumption experience of consumers who are willing to share their pre-owned luxury brands with others online. These factors mainly identified from the comments of those consumers who like to complain online. Moreover, the sub-theme “Brand relationship development” was only identified from the netnography. Online consumers may talk about such motivating factors because some discussion threads are initiated around pre-owned products of specific luxury brands, thus prompting online consumers to share their relationship development experiences with these brands within these threads. Besides, the sub-theme “sympathy” was also solely found in Netnography, and paired with the code “idea of adoption”. This finding may be related to the fact that these online consumers want to exhibit their love for their pre-owned luxury brands to other forum members and gain recognition from them.

The second type of motivating factor inconsistency relates to the code differences. Significant differences between the codes in two sub-themes, “avoidance of conventional channels” and “conspicuous value”. Regarding the former, the netnography reveals three factors that could motivate consumers to avoid buying new luxury brands from conventional channels that were not mentioned in the interviews. These consumers are distrustful of purchasing luxury brands from boutiques and even suspect that these stores may be selling fake or counterfeit products. This finding reflects a trend of decreasing consumer trust in luxury brands. As for the sub-theme “conspicuous value”, the interviews revealed consumers’ desire to show off and get wealthy image as two motivating factors, while these factors were not identified in the netnography. A possible reason for this discrepancy is that online consumers do not wish to confess their motives for boasting in public to avoid being isolated or judged by other forum members.

In terms of facilitating factors, there was almost no agreement regarding the identified sub-themes from the interviews and netnography. Only the sub-theme “authenticity guarantee”

was identified in both findings, while the other four sub-themes were identified only through one or the other data-collection sources. Specifically, the sub-themes “flexibility” and “personal competence” as they relate to facilitating consumers’ online purchases of pre-owned luxury brands were primarily found in the netnography. The possible reason for this is that netnography can more comprehensively address the factors that influence consumers’ acquisition of pre-owned luxury brands online than interviews. By contrast, “assistance from relevant others” and “information richness” were identified only in the semi-structured interviews. Compared with the netnography findings, informants emphasised more about the extrinsic factors around their lives that facilitate their consumption of pre-owned luxury brands, such as family members.

Regarding hindering factors, the theme “poor condition” and its two sub-themes, “unacceptable appearance” and “secondary cost”, were mentioned only in the netnography. The possible reason for this is that as an initial data collection stage of this research, the indicative interview guides developed for the interviews did not contain questions that supported the exploration of hindering factors.

#### 10.3.2.1 Motivating factor (Theme 1): Economic concern

The integrated findings revealed that consumers’ concerns about four aspects of economic value can influence their acquisitions of pre-owned luxury brands. Among which, the findings of the netnography and interviews were highly consistent.

The first aspect relates to a consumer’s budget concern. Both informants and online consumers stated that the affordability of pre-owned luxury brands can help them relieve the pressure on their pocketbook, thus motivating their purchase of pre-owned luxury brands. Prior research on second-hand consumption has widely mentioned the gratification role of price as a driver of consumers’ general second-hand consumption behaviours when budget is a concern (Guiot and Roux, 2010; Cervellon et al., 2012). However, only the research by Amatulli et al. (2018) revealed affordability as an antecedent of pre-owned luxury consumption. As a complement to the study by Amatulli et al. (2018), the current study confirms the motivating role of affordable price on pre-owned luxury consumption. The likely reason is that these consumers perceive the existence of less expensive pre-owned items as their only opportunity to fulfil their desire to own a particular luxury brand. The second motivator is bargain hunting. Consumers’ bargain hunting desire also was uncovered in prior studies as the motivator of both second-hand consumption (Cervellon et al., 2012;

Sihvonen and Turunen, 2016) and pre-owned luxury consumption (Turunen and Leskinen, 2015). Another budget-related motivator is the consumer's desire to free up their cashflow. This confirms the finding of Turunen and Poyry (2019) that consumers have incentives to maintain their financial sustainability when buying pre-owned luxury brands. The reason is that consumers believe the purchase of pre-owned luxury goods not only can satisfy their long-term pursuit of luxury brands through resale but also spare money for other necessities.

The second critical sub-theme of motivators that reflect consumers' economic concern is fair price. Qualitative findings revealed that both the increasing price and the compromised quality of new luxury brands – known as the unjustifiable new price – and the lower cost but better quality of pre-owned luxury brands – known as the high cost-effectiveness of second-hand – drive consumers to discover the pre-owned luxury brands that have a high value to them rather than simply a low cost, which is known as value cognition. Consumers also reported their unwillingness to pay full price for new goods, as they feel uncomfortable spending so much on one product and consider such a decision to be financially risky. Regarding previous literature, consumers' search for a fair price has been found to motivate only their general second-hand consumption (Guiot and Roux, 2010). For the first time, this study identifies that when some luxury brands are sold as pre-owned, consumers consider the discounted price to be fairer than the price of new goods. This finding implies that although luxury brands can charge a high price premium for their luxury brand reputation, some consumers remain sceptical about the quality and price of new products from luxury brands. Consequently, luxury brand managers should emphasise the quality of their new products if they raise prices (Voorn et al., 2018).

The third identified sub-theme of motivators is value appreciation. Qualitative findings indicate that consumers consider the purchase of pre-owned luxury brands either as a long-term investment or to flip for short-term profit. In terms of long-term investment, this confirms the finding of Amatulli et al. (2018) finding that consumers consider luxury vintage products as an investment. Moreover, it is consistent with Spaid's (2018) research on consumers' collecting behaviours, which found that some consumers, known as inquisitive collectors, seek financial benefits through their collecting behaviours (Saridakis and Angelidou, 2018). In terms of flipping for short-term profit, prior studies on pre-owned luxury consumption have not addressed value appreciation as a motivating factor. A possible reason is that when consumers can identify authentic pre-owned luxury brands and can accurately judge their price, some of them may hope to use that expertise to flip these items and gain additional income. The reason that previous studies did not identify this aspect may

be because they did not use large qualitative data collected by multiple methods, as was done in this study, to inductively explore consumers' acquisition motivations.

The fourth identified economic concern related to the sub-theme is value preservation. The integrated qualitative findings indicated that some consumers regard the purchase of pre-owned luxury brands as helping them avoid losing money by purchasing new luxury brands, as pre-owned brands often have high resale value. The purchase of pre-owned luxury brands is also regarded as a test investment by consumers, through which they spend less to determine whether the product is suitable for them or not. Test investment, as a critical antecedent of pre-owned luxury consumption, was identified for the first time in the current study. Explanation could be provided by relating to the high opportunity cost for consumers to make only correct decisions when purchasing new luxury brands from a boutique, thereby turning them to pre-owned luxury brands. With this in mind, luxury brand houses can consider formulating some price-related insurance strategies to reduce consumers' worries about making wrong decisions when purchasing new luxury goods.

#### 10.3.2.2 Motivating factors (Theme 2): Critical concern

Consumers' purchase of pre-owned luxury brands was also found to be driven by two aspects of their critical concern: ethical consumption and avoidance of conventional channels.

Regarding ethical consumption, five motivators of pre-owned luxury consumption were identified: circular fashion, perceived ethical responsibility, upgraded fashion, animal protection, and ecological consciousness. Notably, four of the five motivators identified through the analysis of both interview and netnography data have more specific meanings than the motivator ecological consciousness, which was mentioned in the literature (Keim and Wagner, 2018; Kessous and Florence, 2019). For example, integrated findings revealed that consumers who seek to prevent the deaths of animals for the production of new luxury brands choose to acquire pre-owned luxury brands instead. For this reason, luxury brand manufacturers need to consider producing animal leather products alongside products made from faux leather or other materials that can be used without killing animals. The term ecological consciousness is broad and vague, so it cannot fully capture the specific reasons why consumers buy pre-owned luxury brands. Therefore, these findings complement prior findings that consumers' acquisition of pre-owned luxury brands are related to five aspects of environmental concerns (Turunen and Leskinen, 2015).

The second critical concern-related sub-theme is the avoidance of conventional channels. The qualitative findings found that some consumers intentionally avoid buying new luxury brands at a boutique because they mistrust new products, they desire to distance themselves from the consumption system, they are bored with new goods, and they worry about new fakes. Whilst previous studies have identified consumers' intention to avoid the conventional channels as motivating their general second-hand consumption behaviours (Guiot and Roux, 2010), this study revealed for the first time its influence on consumers' acquisition of pre-owned luxury brands. Motivators such as mistrust of new goods, fear of new fakes, and boredom with new products can indicate that consumers are consciously evaluating the benefits they gain or lose from buying new and pre-owned luxury brands. A possible explanation can be provided by considering consumers' brand-avoidance behaviours (Zarantonello et al., 2016). Once some consumers believe new luxury branded products cannot meet their expectations, they rebel against the consumption system associated with new luxury brands by avoiding them and buying pre-owned luxury brands produced in the past to declare their dissatisfaction.

#### 10.3.2.3 Motivating factors (Theme 3): Brand-related concern

The integrated qualitative findings also revealed the role of brand-related factors in affecting consumers' choices of pre-owned luxury brands, including five sub-themes of motivations. The first sub-theme relates to the wide accessibility of luxury branded products on the second-hand market. Both the interview findings and the netnography findings revealed that consumers often regard the acquisition of pre-owned luxury brands as alternative approaches to gain access to discontinued luxury products, limited edition-luxury items, or even new luxury goods. For example, consumers who desire to gain immediate access to newly launched luxury brands may consider pre-owned luxury consumption to meet their impulsive buying behaviours. Although previous literature has found that those consumers who exhibit high fashion involvement concern would purchase pre-owned products (Keim and Wagner, 2018), this study further identified the three specific types of luxury branded products for which consumers are looking on the secondary market.

The second sub-theme of motivators relates to the attributes of pre-owned luxury branded items. The integrated findings identified that nine attributes of pre-owned luxury brands can motivate consumers to acquire pre-owned luxury brands rather than new luxury brands: distinctive style, aged-looking, funky and quirky appearance, exquisite craftsmanship, premium material, iconic design, and inherent luxury brand reputation. Among these



motivators, only one – iconic design – has been identified in previous studies (Blazquez Cano et al., 2018; Kessous and Florence, 2019). However, in Kessous and Florence's (2019) findings, the motivation found to be obviously related to the iconic design of pre-owned luxury brands was expressed with the broader term historical value, which is unclear and lacks validity. In addition, it is worth noting that the luxury brand reputation of pre-owned luxury branded items does not diminish simply because they are pre-owned. Furthermore, brand reputation may play a more prominent role in consumers' choice of pre-owned luxury brands; several online consumers said they sometimes choose according to the brand's popularity when purchasing pre-owned luxury brands rather than considering the design of the product itself. With regards to attributes such as aged-looking, funky, exquisite craftsmanship, and premium material, these can be considered an extension of previous findings on the role of brand attributes in influencing the formation of brand love (Aro et al., 2018; Bairrada et al., 2018; Rahman et al., 2021), thus also leading to consumers' acquisition of pre-owned luxury brands.

The third sub-theme of motivators relates to the channel experience of purchasing pre-owned luxury brands. The integrated findings revealed that some advantages of the trading channel of pre-owned luxury brands drive their buying behaviours, including flexibility, creation of pleasurable feelings, and a highly involved experience. To illustrate, the transaction of pre-owned luxury brands does not simply involve a visit to a shop to look at a product, purchase it, and walk out again. It could be a highly involved process that requires several interactions between buyers and sellers. Some transactions even require the mutual recognition of buyers and sellers. For example, an informant who enjoys purchasing luxury vintage cars tells a story about the recognition process during a transaction involving a car. Consumers also reported that pre-owned luxury brand transactions can even lead to long-lasting friendships. However, no research reported in the literature has identified the impact of trading channel-related experiences (characteristics) on consumers' purchase of pre-owned luxury brands (Cervellon and Vigreux, 2018; Fox, 2018). Nevertheless, understanding the motivators associated with the purchase channel of pre-owned luxury brands can be instructive for both new luxury brand managers and resellers to help them improve the trading channel experiences involving their branded items.

The fourth sub-theme of motivators relates to the shopping experiences that occur when consumers purchase new luxury brands. This sub-theme was identified only in the netnography findings. A possible explanation is that the interview guide did not include a question asking consumers' opinions about the influence of new luxury brand trading

channels on their purchasing behaviours. Consumers may also feel freer about commenting and sharing their opinions online. Specifically, motivators such as overrated boutique experience and arrogant sales assistants were identified for the first time. Although these motivators have not been explored in the pre-owned luxury consumption literature, these findings can be interpreted by referring to previous studies on brand hate, which explained that consumers' negative experience with a brand can lead to their hatred of it, thus further resulting in their avoidance behaviours (Hegner et al., 2017b).

The last identified sub-theme of motivators relates to consumers' wish to develop relationships with their desired luxury brands. Firstly, consistent with previous findings on new luxury brand consumption (Kluge and Fassnacht, 2015), brand loyalty was revealed to drive consumers to acquire pre-owned items of the brands to which they are loyal. In addition, the findings also revealed that some consumers who already have a relationship with a luxury brand seek to preserve their brand partner's historical legacy by purchasing pre-owned luxury brands, which appears to be fulfilling their obligation as a relationship partner. This sub-theme has important research significance because it indicates that consumers' purchases of pre-owned luxury brands will also affect the establishment and development of their relationship with luxury brands.

#### 10.3.2.4 Motivating factors (Theme 4): Individual consumption experiential value concern

Four sub-themes of motivators relating to consumers' perceived individual consumption experience were identified. Firstly, integrated findings revealed that even the knowledge learning process that consumers experience before acquiring pre-owned luxury brands and the sense of anticipation they feel while waiting for these items to arrive can drive them to acquire pre-owned luxury brands (Cervellon and Vigreux, 2018). Regarding the relevant literature, no prior study has explored the role of consumers' pre-consumption experience on their purchase of new luxury brands and various other forms of pre-owned possessions. A possible reason is that although these experiences take place before consumers acquire pre-owned luxury brands, the highly involved research process and the uncertainty about pre-owned luxury brands compared with new luxury brands attract consumers to acquire them.

The second sub-theme of motivators relates to consumers' experiences during the purchase of pre-owned luxury brands. The treasure hunting motivator is consistent with previous findings on consumers' incentive to acquire general second-hand goods (Guiot and Roux,

2010), vintage items (Cervellon et al, 2012), collectibles (Saridakis and Angelidou, 2018), and pre-loved luxury brands (Turunen and Leskinen, 2015; Amatulli et al., 2018). Furthermore, it is worth noting that bargaining enjoyment is distinguished from bargain hunting as two separate motivators of pre-owned luxury consumption according to the qualitative findings. The reason is that consumers who enjoy bargaining did so not necessarily to save money but to enjoy the thrill of the process, which complements previous findings (Sihvonen and Turunen, 2016; Padmavathy et al., 2019).

The third sub-theme of motivators is consumption of the experience, which refers to consumers' experience during the consumption of pre-owned luxury brands. Among the identified seven motivators, previous scholars have studied set completion as the motivator of consumers' collecting behaviours (Slater, 2001; Cary et al., 2021) and have examined the perceived ornamental value and hedonic value as two motivating factors of luxury brand consumption (Jain and Mishra, 2018). Therefore, this study confirms that these three factors are also influential in pre-owned luxury consumption whilst the remaining four motivators were identified for the first time. This may be because previous studies rarely noticed that pre-owned luxury brands can be acquired as collectibles by consumers, thus resulting in their ignorance of the motivating role of these individual experiential value-related drivers (Cary et al., 2021). It can be inferred from these four motivators that, because each pre-owned luxury brand has a different appearance and an unpredictable style, pre-owned luxury consumption appears to generate different interactive experiences for consumers compared with new luxury brands.

Another consumption experience related to the sub-theme of motivators is memory of the experience. Four relevant motivators were found: adventurous feeling, addictive feeling, satisfaction, and perceived ownership. Consistent with prior findings that consumers' addictive feelings of desire can drive their consistent collecting behaviours (Spaid, 2018; Cervellon and Vigreux, 2018), this study adds that these feelings generated from previous purchases of pre-owned luxury brands can also drive them to further acquire pre-owned luxury brands. Furthermore, consumers' memories of the adventures they had when purchasing pre-owned luxury brands also lead them to consider purchasing pre-owned luxury brands as more challenging and more interesting than buying new luxury brands. This feeling further motivates their purchasing behaviour. Additionally, the motivating role of satisfaction could be explained by reviewing previous studies on consumer-brand relationships. To illustrate, prior studies demonstrated that consumers' satisfaction

(Giovanis, 2016) and positive memories (Manthiou et al., 2018) can lead to the forma of relationships with brands, which result in their purchase intention (Stolz, 2022).

#### 10.3.2.5 Motivating factors (Theme 5): Sentimental/emotional value concern

This study's findings also revealed four sub-themes of motivators regarding consumers' sentimental value concern: nostalgia, historical connection, sympathy, and family connection. Three types of nostalgic value were found that motivate consumers to acquire pre-owned luxury brands, which are reminders of family members, their youth, and special life moments. Previous studies have identified the search for nostalgic pleasure as a critical consumption motivator of second-hand items (Guiot and Roux, 2010), vintage goods (Cervellon et al., 2012), collectibles (Duarte, 2022), and pre-owned luxury brands (Keim and Wagner, 2018). In addition to addressing the general nostalgic feeling and emotional bond with past (Amatulli et al., 2018), the three types of nostalgic value identified in this study that appeal to consumers of pre-owned luxury brands can help provide more concrete implications for management practices.

The second sub-theme of sentimental value related motivators is historical connection. The qualitative findings revealed that consumers often mentioned that the perceived historical value of pre-owned luxury brands can allow them to daydream, perhaps about perceived emotional connections with past celebrities. Similarly, prior studies also identified that consumers' intention to preserve societal and personal memories are positively related to their acquisition of collectibles (Spaid, 2018; Cary et al., 2021) and pre-loved luxury brands (Amatulli et al., 2018). The current research findings confirm the previous findings while also further demonstrating the need to classify and study luxury collectibles as a pre-owned luxury brand category.

The third sub-theme of motivators is sympathy. Both the interviews and the netnography findings revealed that some consumers regard their acquisition of pre-owned luxury brands as adoption. These consumers tend to consider pre-owned luxury brands as having an old soul and to see them as homeless items. Regarding previous literature, no study has noticed the impact of consumers' sympathy-related motivators on their acquisition of pre-owned luxury brands. This finding can demonstrate that a strong emotional bond exists between consumers and their pre-owned luxury brands. Moreover, marketing the sales of pre-owned luxury brands as adoption behaviours may generate positive outcomes for pre-owned luxury brand resellers.

The last sub-theme is known as family connection. Integrated findings revealed that some consumers regard pre-owned luxury brands as a type of family heirloom that is acquired for the purpose of inheritance. Similar findings were identified from the literature on vintage consumption and collectible consumption. Prior studies have examined the driving role of meaning threat (Abi et al., 2017), mortality salience (Spaid, 2018), and mortality legacy (Spaid and Matthes, 2021) on consumers' purchasing behaviours of vintage items and collectibles. These factors are all related to the extension or pass-down of individual legacy to the next generation. This study confirms that a family connection can be the antecedent that drives consumers' acquisition of pre-owned luxury brands.

#### 10.3.2.6 Motivating factors (Theme 6): Self-identification concern

Three sub-themes of self-identification concern-related motivators were identified from the integrated qualitative findings. The first sub-theme is self-esteem, which includes self-affirmation, sense of achievement, perceived self-efficacy, and self-confidence. Both the interview findings and netnography findings confirmed previous discoveries of the role of self-confidence in driving consumers' purchase of vintage luxury brands (Amatulli et al., 2018). Moreover, these findings confirm previous conclusions regarding the motivating role of consumers' sense of self-achievement on their collecting behaviours by also identifying it as the motivator of pre-owned luxury consumption. The self-affirmation motivator was also consistent with the findings on the motivating role of consumers' self-directed expressive value on their acquisition of new luxury brands (Hung et al., 2011; Shukla and Purani, 2012). It demonstrates that consumers who would like to affirm their self-worth not only will acquire new luxury brands but also will acquire pre-owned luxury brands. This also demonstrates that even if luxury branded items are acquired by consumers as pre-owned, their brand reputation can still satisfy consumers' need for self-identification.

The second identified sub-theme is self-image enhancement. Integrated findings revealed three types of self-image that consumers desire by acquiring pre-owned luxury brands: gracious image, refined taste, and retro style. Prior scholars have also identified several motivators of new luxury brand consumption that are related to consumers' desire to achieve their desired self-image, such as self-directed symbolism (Shukla et al., 2015; Liang et al., 2017) and impressive motivations (Hudders, 2012). In terms of pre-owned luxury consumption, Amatulli et al. (2018) found that consumers' desire to be recognised as vintage luxury connoisseurs motivates them to obtain vintage luxury. This study advances the

findings of Amatulli et al. (2018) by identifying three other types of self-image that are desired by pre-owned luxury brand consumers.

Another identified sub-theme is self-image display. Different from the intention to enhance self-image, self-image display refers to the fact that consumers hope to present their existing self-image by acquiring pre-owned luxury brands. Prior scholars have studied the role of self-image display, also known as self-congruity, in motivating consumers' purchase of new luxury brands (Liu et al., 2012; Song and Kim, 2020) and the formation of positive consumer–brand relationships (Bicakcioglu et al., 2018; Rahman et al., 2021). Previous studies have also identified self-identification as a motivator of pre-owned luxury consumption (Amatulli et al., 2018; Fox, 2018). As a complement, this study for the first time provides insight into the aspects of self-identification value that can motivate consumers to acquire pre-owned luxury brands, such as anti-ostentation (Wu et al., 2017).

#### 10.3.2.7 Motivating factors (Theme 7): Functionality concern

Integrated findings identified that consumers' acquisitions of pre-owned luxury brands are also driven by two sub-themes of functionality concern, which are utility value and perceived quality. Previous studies have examined consumers' interest in product quality (Kapferer and Florence, 2018; Sun et al., 2021) as the antecedent of new luxury brand consumption. Utility value was also found to motivate consumers' general second-hand consumption behaviours. The current research found that consumers' purchase of pre-owned luxury brands can be influenced by both motivators. It is noteworthy that, although the motivators of timelessness and timeless design appear to have similar meanings, they represent consumers' different incentives. The term timelessness, identified in a study by Amatulli et al. (2018), was used to refer to the high durability of pre-owned luxury brands, which seems to lack precision. In contrast, timeless design refers to a product design that does not easily become outdated. It is also worth emphasising that motivators such as worry-free use and occasion presence were identified for the first time in this study. Consumers said pre-owned luxury brands are more comfortable to use than new luxury brands, as their already-used status or lower price can reduce anxiety and stress. Luxury brand managers could improve their after-sales services, such as offering free repairs within a certain time period or a trade-in policy, to allay consumer fears about buying and using their brand's new products.

#### 10.3.2.8 Motivating factors (Theme 8): Social value concern

Four sub-themes of motivators relating to consumers' social value concern were identified: social contact, social identity value, conspicuous value, and uniqueness. The findings of this study confirmed previous scholars' discoveries that consumers' pursuit of uniqueness (Turunen and Leskinen, 2015; Keim and Wagner, 2018; Silva et al., 2022), social identity value (Kessous and Florence, 2019), and conspicuous value (Amatulli et al., 2018) can motivate them to acquire pre-owned luxury brands. In terms of the sub-theme social contact, although prior studies on pre-owned luxury consumption did not address it as an antecedent of consumers' acquisition behaviours, it was found that social interaction, including social contact, has been widely examined in this context. Moreover, social contact has also been identified as the antecedent of new luxury brand consumption, such as mate guarding (Wang and Griskevicius, 2014) and brand tribalism (Esmaeilpour, 2015). Therefore, the findings of this study complement that consumers' desires to gain social contact also motivate them to acquire pre-owned luxury brands. Consumers regard pre-owned luxury consumption as an approach to help them maintain contact and develop friendships with other consumers who share the same interests.

#### 10.3.2.9 Facilitating factors (Theme 1): Trustworthy source

The first identified theme of facilitating factors from the integrated findings is named trustworthy source, including three sub-themes, which are authenticity guarantee, flexibility, and information richness. The critical role of authenticity guarantees in influencing consumers' perceived value of second-hand goods (Sihvonen and Turunen, 2016) and pre-loved luxury brands (Turunen and Leskinen, 2015) has been examined in previous literature and has been confirmed by the findings of this study. The informants stated that their perception of pre-owned luxury brands' value is directly influenced by whether the items they obtain are authentic or not and that they require a legitimising process. This finding can remind pre-owned luxury retailers to highlight the authenticity of their pre-owned luxury brands and to provide safety policies that reassure customers' purchases.

Another sub-theme of facilitating factors that worth discussing relates to the high flexibility of pre-owned luxury brand transactions, including payment by instalments and the unavailability of new luxury stores. Previous literature has not noticed the influence of these two factors on consumers' acquisitions of pre-owned luxury brands. However, the identification of the facilitating role of flexibility can raise the attention of both pre-owned

luxury brand resellers and new luxury brand managers regarding improving their trading channels to provide customer convenience. This is because some consumers of pre-owned luxury brands do not really enjoy pre-owned luxury consumption but see it as a backup channel to obtain these items when new luxury brands are not easy to obtain.

#### 10.3.2.10 Facilitating factors (Theme 2): Professional knowledge support

The integrated findings also revealed another theme of facilitating factors, named professional knowledge support. Within this theme, consumers' confidence in acquiring pre-owned luxury brands were found that can be boosted by their individual competence and the assistance from relevant others. The first sub-theme is individual competence, which was found to increase consumers' likelihood of successful purchasing a pre-owned luxury brand, including the extent of research they undertake, their levels of expertise and patience, and their personal choosiness. With regards to previous literature, only Shukla's (2012) study addressed the importance of examining the potential moderating effect of consumer expertise on luxury brand consumption, and no study has noticed the facilitating role of individual competence on pre-owned luxury consumption. Accordingly, further exploration of the role of consumers' individual competence in influencing pre-owned luxury consumption is worthy in forthcoming studies. This can help pre-owned luxury brand consumers realise the complexity of acquiring these goods and enhance their individual competence to ensure rational purchase decisions.

The second sub-theme of facilitating factors is related to the assistance from relevant others. Previous research on luxury brand consumption has found that a consumer's decision-making process related to these goods can be influenced by their perceived behavioural control and social norms, explained by the theory of planned behaviour (Dion and Borraz, 2017; Sharda and Bhat, 2018). In terms of existing studies on pre-owned luxury consumption, none has explained that consumers' internal decision-making mechanisms when acquiring pre-owned luxury brands can be influenced by the opinions of others. Such facilitating factors are particularly prominent in the consumption of pre-owned luxury brands. Firstly, family members and friends of the buyer need to understand or support, to a certain extent, their interest in purchasing pre-owned luxury brands. For example, some consumers mentioned in the interviews that they began buying pre-owned luxury brands by imitating the people around them. However, others stated that their family or friends would not understand their pre-owned consumption behaviour, which made them feel lost and alone from time to time. Secondly, the process of buying pre-owned luxury brands is more



complex than new luxury brand purchases, which emphasises the value of help from knowledgeable friends.

#### 10.3.2.11 Hindering factors (Theme 1): Perception bias

The qualitative findings also uncovered three themes of factors that can prevent or discourage consumers from buying pre-owned luxury items. The first theme relates to consumers' individual perception bias towards purchasing pre-owned luxury brands, such as a sense of ambivalence and a need for adaptation, which can generate them temporary discomfort. Some consumers reported their sense of ambivalent feelings about acquiring pre-owned luxury brands that differ from the feelings arising from the purchase of new luxury brands. Previous studies on pre-owned luxury consumption have not noticed that individual perception bias may lead to hesitation about purchasing pre-owned luxury brands (Wang et al., 2022). Therefore, this study has provided a valuable contribution regarding the role of inherent bias towards second-hand purchases in influencing the acquisition of pre-owned luxury brands. Pre-owned luxury brand resellers would be wise to consider how they can counteract this consumer prejudice against pre-owned luxury brands.

#### 10.3.2.12 Hindering factors (Theme 2): Extra uncertainty

The second theme of hindering factors is extra uncertainty. Regarding its three sub-themes: information asymmetry, authenticity risk, and channel risk, each of them reflects the potential risks exist in the entire purchase process of pre-owned luxury brands. Previous literature has found that brand inauthenticity can lead to brand hate (Rodrigues et al., 2021), and consumers' fears regarding authenticity risk can undermine their intent to purchase pre-loved luxury brands (Turunen and Leskinen, 2015; Lou et al., 2022). Therefore, current research findings on the hindering effect of authenticity risk are consistent with previous discoveries. By contrast, the sub-themes of information asymmetry and channel risk were identified for the first time in this study as potentially inhibiting a consumer's desire to purchase. These factors should remind pre-owned luxury brand dealers of the need to improve their reputation, to fully describe the pre-owned luxury brands they are offering for sale, and to reduce the potential risks in the transportation process involving purchased goods.

#### 10.3.2.13 Hindering factors (Theme 3): Poor condition

Another theme of hindering factors is known as poor condition, which refers to the damaged

or over-used status of pre-owned luxury brands. Five types of worn-out conditions were identified, including bad odour and poor condition. Although the hindering effect of worn-out condition on a consumer's intention to purchase pre-owned luxury brands has not been studied, some scholars have examined the positive relationships between a consumer's perception of the functionality of pre-owned items, such as usefulness and timelessness, and their willingness to purchase (Padmavathy et al., 2019; Amatulli et al., 2018). It is worth noting that although some consumers claimed to prefer the worn condition of pre-owned luxury brands, as their use is worry-free, if the traces of use are too obvious or will bring them secondary cost, consumers will be less likely to buy (Wang et al., 2022).

#### 10.3.2.14 Summary of findings

This section discussed findings in relation to RQ2 of this research. Firstly, consumers' acquisitions of pre-owned luxury brands were found to be driven mainly by eight aspects of concern: economic concern, critical concern, brand-related concern, individual consumption experiential value concern, sentimental or emotional value concern, self-identification concern, functionality concern, and social value concern. Furthermore, it was found that consumers' decisions to acquire pre-owned luxury brands can also be influenced by two themes of facilitating factors and three themes of hindering factors.

This study advances the understanding of factors influencing pre-owned luxury consumption in three ways. Firstly, compared with previous studies on this phenomenon, although motivators discovered in prior research also include the eight influential themes found in this study, the motivators identified in this research are more comprehensive in terms of their variety and specificity of content. By paying attention to the subtle differences in these influential factors, this study was able to provide a rich and deep interpretation of the pre-owned luxury consumption phenomenon. Secondly, this research, for the first time, found that facilitating factors and hindering factors may increase consumers' purchasing confidence or hesitation, respectively. These factors can provide pre-owned luxury retailers and consumers with an intuitive understanding of how to better sell or purchase pre-owned luxury brands. Furthermore, pre-owned luxury consumption was found to allow consumers not only to obtain the value related to luxury brands – such as satisfying consumers' social value concern and self-identification concern – but also to allow them to obtain alternative value related to the consumption of various types of pre-owned possessions, such as to consume ethically and build historical connection.

### 10.3.3 RQ3: To identify consumption patterns of pre-owned luxury brands

The third objective of this project is to explore the consumption patterns of pre-owned luxury brands, focusing on the buying habits of pre-owned luxury brand consumers and the channels they use to acquire these goods. A review of previous literature reveals that most research related to pre-owned luxury consumption focuses on exploring consumers' purchase motivations while ignoring the buying habits of different consumer groups (Carey et al., 2018; Turunen and Poyry, 2019). The few studies examining the classification of consumer groups are vague and broad, which cannot help effectively distinguish the buying habits of pre-owned luxury brand consumers (Keim and Wagner, 2018; Kessous and Florence, 2019). Furthermore, previous scholars have not explored the channels consumers use to acquire pre-owned luxury brands, although understanding them can be important for luxury brand managers to manage their brands, for pre-owned luxury resellers to sell or source their goods, and for researchers to recruit study participants. The integrated findings revealed four themes of consumer profiles regarding buying habits, which are discussed first (see Table 10.5). Then, the online and offline channels identified for the acquisition or trade of pre-owned luxury brands are discussed (see Table 10.6).

**Table 10.5 Triangulated pre-owned luxury brand consumers' profiles of buying habits**

Theme	Sub-theme	Number of embedded codes		Common codes in two findings	Corresponding different codes	
		Semi-structured interview	Netnography		Semi-structured interview	Netnography
Shopping habit/style oriented	Fashionistas	1	0	N/A	(1) Devoted follower of fashion	
	Rotator	1	1	(1) Flip for freshness	N/A	N/A
	Brand enthusiast	2	0	N/A	(1) Passionate brand learner, (2) Brand eager	N/A
	Social climber	1	0	N/A	(1) Buying beyond budget	N/A
	Hoarder	0	1	N/A	N/A	(1) Hoarding habit
Product oriented	Collector	2	3	(1) Collector of past discontinued	(1) Collector of specific brands	(1) Collector of limited edition new, (2) Collector of specific product (Purse)
	Regionalist	1	1	(1) Country of origin	N/A	N/A
	Casual lifestyle seeker	0	1	N/A	N/A	(1) Prefer casual wear
Economic value-oriented	Thrifter	0	3	N/A	N/A	(1) Thrift by nature, (2) Opportunistic thrift shopper (3) Pre-established price cap
	Arbitrageur	0	1	N/A	N/A	(1) Money-making
	Financially savvy person	1	1	(1) Smart shopper	N/A	N/A
Generation-oriented	Young generation	1	0	N/A	(1) High acceptance of young	N/A

**Table 10.6 Triangulated channels of trading/acquiring pre-owned luxury brands**

Theme	Sub-theme	Number of embedded codes			Common codes in three findings	Common codes in two findings	Corresponding different codes		
		Semi-structured interview	Netnography	Systematic literature review			Semi-structured interview	Netnography	Systematic literature review
Online channels	Auction	1	1	0	N/A	(1) Online auction platforms	N/A	N/A	N/A
	Direct buying	3	2	2	N/A	(1) Online consignment platform, (2) Online selling group	(1) Fashion marketplace app	(1) Trusted reputable seller	(1) Second-hand luxury websites
Offline channels	Thrift shop	0	1	0	N/A	N/A	N/A	(1) Charity shop	N/A
	Free market	1	2	0	N/A	N/A	(1) Pet market	(1) Flea market, (2) Estate sale	N/A
	Family inheritance	1	1	0	N/A	(1) Inherit from family member	N/A	N/A	N/A
	Pre-owned luxury shop	2	2	3	(1) Vintage boutique	(1) Offline consignment shop	N/A	N/A	(1) Pre-owned luxury brand store, (2) Pre-owned automotive dealer
	Bartering	1	0	0	N/A	N/A	(1) Bartering group	N/A	N/A

Little agreement can be identified between semi-structured interview findings and netnography findings, regarding the consumption patterns of pre-owned luxury brands. In terms of consumers' profiles, two main themes of consumer segments were identified from interviews and the netnography, respectively. Firstly, semi-structured interviews mainly help to identify three sub-themes of consumers with different shopping styles, which are "fashionistas", "brand enthusiast", and "social climber". The identification of these different shopping style consumers can be attributed to the interviews with pre-owned luxury retailers and traders, who can share their comprehensive understanding of consumers' buying habits as a result of their abundant trading experience. By contrast, online consumers were found that rarely defined or judged their own shopping styles in their comments. Secondly, the netnography mainly identified two sub-themes of consumers who are concerned about the economic value of acquiring pre-owned luxury brands. This is likely because some online forum members are willing to share their strategies for maximising their budgets to purchase pre-owned luxury brands in good condition. By sharing their successes with obtaining value by purchasing pre-owned luxury brands, these online consumers may also hope to gain the admiration and praise of other forum members.

Regarding the identified channels for acquiring pre-owned luxury brands, the findings from interviews and netnography have both similarities and differences. Firstly, the identified online channels to acquire pre-owned luxury brands from both findings are highly consistent. A possible reason for this consistency is that the trading of pre-owned luxury brands has become a global trend and is not restricted by geographic distance, thus leading consumers to acquire their items from globally reputable online platforms or marketplaces. Secondly, the offline channels identified in the two sets of findings are inconsistent to some extent. To illustrate, the interviews and netnography findings together revealed three different types of free markets and one type of bartering channel, without duplication. The generation of these unduplicated findings may be because although online channels for pre-owned luxury brand transactions are becoming homogeneous, the differences in consumers' trading habits and socio-cultural backgrounds in the different geographical regions can lead to differences in the offline channels they use to acquire pre-owned luxury brands. For example, one Chinese informant mentioned pet markets as a type of main channel for him and his friends to acquire the luxury branded pottery that interests them, which was not mentioned by informants from other countries.

### 10.3.3.1 Consumers' profiles regarding their buying habits

#### *Economic value-oriented consumers*

The first identified group of consumers are concerned primarily about the economic value they receive from pre-owned luxury consumption, and they are known as thrifter, arbitrageur, and financially savvy person. Thrifter normally refers to those consumers who save money to make ends meet. Previous research has generally linked consumers' thriftiness with the purchase of inexpensive second-hand items (Cervellon et al., 2012) and appears to be unrelated to high-end luxury brand consumption (Kapferer and Florence, 2018). However, this study found that consumers who claim to be thrifty do not reject pre-owned luxury brands. Having said that, these thrifter consumers seem to be highly strategic, seeking the luxury brands they desire at a reasonable or acceptable price, rather than simply prioritising their budget. These consumers were also found to consider the purchase of luxury-brand products at low prices as indicative of their frugal success. Therefore, the findings of this study revealed that thrifter consumers, in the context of pre-owned luxury consumption, are different from thrifter consumers who focus primarily on saving money. The frugal behaviour of these consumers allows them to experience the indulgence and hedonic value created by luxury brands at a lower price.

Arbitrageurs tend to be experts in pre-owned luxury brands; they use their rich professional knowledge to accurately judge the price of pre-owned luxury brands and thereby purchase some goods at a low price and sell them for a profit. Previous studies have revealed that some consumers buy vintage luxury brands (Amatulli et al., 2018) or collectibles (Saridakis and Angelidou, 2018; Cary et al., 2021) for long-term investment purposes. However, the consumer behaviour of reselling pre-owned luxury brands for short-term profit has not been studied, so the findings of this research are new contributions to the literature. For these arbitrageurs, buying pre-owned luxury brands allows them to experience the fun of different goods while turning them into profit. Then, they continue to experience other types of pre-owned luxury brands as a way of accumulating more pre-owned luxuries they love.

Financially savvy consumers consider themselves very smart people. They do not buy pre-owned luxury items for frugality but to demonstrate their ability to recognise the hidden intrinsic value of these items that others have not noticed. These savvy consumers also believe that buying pre-owned luxury brands is a better indicator of their ability to manage their finances and their ingenuity than purchasing new goods.

### *Shopping habit-oriented consumers*

The identified second group of pre-owned luxury brand consumers was categorized by their shopping habits, includes Rotator, Hoarder, Fashionistas, Brand enthusiast, and social climber. Those consumers named rotators were found that like to frequently update their pre-owned luxury brands for freshness rather than profit, such as trying different styles of pre-owned luxury brands. For these consumers, they seem to feel that as long as they have seen, felt, and understood the pre-owned luxury brands they love, such an experience can satisfy them. By purchasing pre-owned luxury brands that can retain their value, rotators can meet their needs while reducing losses when reselling them. This is consistent with the findings identified by prior scholars, who also revealed that pre-owned luxury brands are easier for consumers to resell at price near or even higher than their purchase price to support their behaviours of flipping for freshness (Hamilton, 2009; Turunen and Poyry, 2019). This study contributes to the knowledge by identifying this group of consumers as rotators.

Different from rotators who enjoy flipping for freshness, fashionistas usually flip pre-owned luxury brands to maintain their fashion involvement as devoted followers. According to the qualitative findings, some of these fashionistas may desire to be seen in their newly acquired luxury item only once and then need to move on to the next fashionable item. Previous studies have found that fashion involvement can motivate a consumer's acquisitions of pre-owned luxury brands (Keim and Wagner, 2018) and vintage items (Cervellon et al., 2012). Buying pre-owned luxury brands causes no embarrassment for these fashionistas consumers. On the contrary, consuming these items has become a way in which they can realise their unique sense of fashion.

The third type of consumers are hoarders who often cannot help accumulating the pre-owned luxury brands of which they are fond, regardless of the number of such goods they already own. Different from collectors, who usually establish some collection goals in advance, hoarders often make occasional purchases according to their preferences for the pre-owned luxury brands they encounter. This type of consumer has not been identified in previous literature, so their buying motives deserve further exploration.

Brand enthusiasts are identified as preferring specific brands, and the qualitative data indicated that one type of brand enthusiast is the passionate learner. These consumers refer to themselves as fans of certain brands; through their purchases of pre-owned luxury brands, they actively gain insights into the history of their favourite luxury brands and learn about

the many products the brand has launched. Another type of brand enthusiast is known as brand eager, one who admires specific luxury brands but has a limited budget to purchase them new. Consequently, pre-owned luxury brands are considered to be affordable choices. These findings concerning brand enthusiasts once again reveal that even if new luxury brands are sold for many years, once they are acquired by consumers as pre-owned goods, they continue to affect the development of relationships between consumers and luxury brands. This process cannot be ignored by luxury brand managers.

The last consumer segment is social climber. Qualitative findings revealed that social climbers' acquisitions of pre-owned luxury brands are motivated by their desire to gain social acceptance. Previous literature on luxury brand consumption has also indicated that these consumers who prefer to acquire luxury brand products with "loud" logos appear to be wealthy (Han et al., 2010). Similarly, it can be concluded that the inherent reputation of pre-owned luxury brands allows consumers to be recognised by the upper echelons of society.

#### *Product category-oriented consumers*

The integrated findings indicated that pre-owned luxury brand consumers can also be segmented into three groups according to the various product categories they prefer, namely, collector, casual lifestyle seeker, and regionalist. Collectors were found to be interested in collecting four categories of pre-owned luxury brands: limited-edition new luxury brands, past discontinued luxury brands, luxury brands of a specific product category, and any items of specific luxury brands. These findings reveal the significant role of brands and product categories in influencing consumers' collecting behaviours towards pre-owned luxury brands (Miller and Brannon, 2022). Identifying these types of collectors can help pre-owned luxury brand resellers adopt useful marketing tactics to cross-sell their existing products as different forms of collectibles to their customers.

Casual lifestyle seekers were found to acquire pre-owned luxury brands to meet their daily use needs. These consumers want to freely use their luxury brands and do not care about scratches or any other damage. The last group of consumers are regionalists. Both the interview and netnography findings revealed that some consumers prefer to purchase pre-owned luxury brands that are produced only in specific regions. This may be related to the perceived quality of luxury brand products produced in different regions (Mishra and Bakry, 2019). Since the demand for luxury products has increased, some luxury brands, such as Hugo Boss, have begun to transfer their production lines to developing countries to reduce



labour costs (Paternot, 2022). Those luxury brands produced outside the original country of the brand seem to be less attractive to some consumers, making them prefer to buy pre-owned items produced in the original brand location as a pursuit of exclusivity.

#### *Generation-oriented*

Findings from this study's data also indicated that pre-owned luxury brand consumers can be segmented according to their generation. The young generation, which is defined in this research as people born after the 1980s, was found to have greater acceptance of pre-owned luxury brands than middle-aged people. A possible reason is that younger consumers are more adept at using alternatives to traditional channels to acquire pre-owned luxury brands and to identify their authenticity. Younger consumers may also find the cost of purchasing new luxury brands directly from boutiques to be unaffordable, leading them to buy pre-owned luxury brands instead. With regard to existing literature, scholars have not yet compared consumers' willingness to buy pre-owned luxury brands across age groups, a subject that is worthy of future study.

#### 10.3.3.2 Different channels of acquiring pre-owned luxury brands

##### *Online channels*

The integrated findings indicated that consumers acquire pre-owned luxury brands mainly through two types of online channels: auction and direct purchase. Consumers were found to often participate in online auctions on platforms such as eBay or professional auction sites to bid for their desired pre-owned luxury brands. Auctions have become a popular channel for obtaining pre-owned luxury brands, because once luxury branded products enter the secondary market, their value becomes difficult to estimate. The auction method not only allows resellers to sell their products at the highest market price but also prevents the most-motivated buyers from missing the opportunity to purchase their desired product.

Regarding online direct purchases, four sources of buying channels were identified: trusted reputable seller, online consignment platform, fashion marketplace application, and online selling group. The multiple online direct buying channels of pre-owned luxury brands reflect the complexity of this consumption pattern. Not only will the diversity of channels increase the chances of consumers to identify their treasures, but it also raises the difficulty of identifying trustworthy sources. Compared with the broad term "second-hand luxury

websites” mentioned in previous studies (Cervellon and Vigreux, 2018), the four channels identified in this research are clearer and more useful to the target audience.

### *Offline channels*

The qualitative data findings also revealed five types of offline channels for acquiring pre-owned luxury brands. Different from the offline acquisition of new luxury brands at a high-end boutique, the offline channels for acquiring pre-owned luxury brands can range from high-end pre-owned luxury brand boutiques to low-end flea markets and include inheritance. When new luxury brands are circulated in the form of pre-owned possessions, their value can change depending on their condition; this will lead their previous owners to dispose of these goods in different ways, such as selling them at a low price at a flea market or thrift shop or treating them as precious items for inheritance. It is also worth noting that offline bartering groups were identified as a newly emerged channel for circulating pre-owned luxury brands, and this has not been noticed in the current literature. The transaction behaviour and mechanisms used by consumers to acquire pre-owned luxury brands through bartering deserves further study.

#### 10.3.3.3 Summary of findings

This section discussed findings related to RQ3 of this research. Firstly, the buying habits of 12 categories of pre-owned luxury brand consumers were explained, which are fashionistas, rotators, brand enthusiasts, social climbers, hoarders, collectors, regionalists, casual lifestyle seekers, thriftier persons, arbitrageurs, financially savvy persons, and the young generation. Then, both online and offline trading channels identified for pre-owned luxury brands were presented.

The existence of various types of pre-owned luxury brand consumers demonstrates that the consumer groups of pre-owned luxury brands may be more complex than those of new luxury brands and ordinary second-hand items. One prominent point is that the economic status of consumers of pre-owned luxury brands varies widely. For example, shoppers who buy pre-owned luxury brands can range from those who prioritise saving money to collectors of very high-end, iconic luxury pieces. The consumption of pre-owned luxury brands seems to blur the original exclusive positioning of luxury brands, as it allows people from all social and cultural classes to purchase and use these goods. Once luxury brands are available to the public and there is no difference in their use or appearance, this undoubtedly will have an

impact on the reputation of luxury brands, because consumers who buy new products from these brands may perceive that the brands do not match their current social class.

Another point worth noting is the wide range of trading channels for pre-owned luxury brands and the existence of arbitrageur consumers. From a positive point of view, arbitrageurs can promote the circulation of pre-owned luxury brands among consumers to increase the liquidity of these pre-owned luxury markets. From a negative point of view, arbitrageurs may also introduce concealment in the peer-to-peer commerce between consumers, making these trading channels more difficult to be detected by luxury brand managers. This, in turn, could influence the original pricing mechanism of luxury brands. For example, arbitrageurs might buy defective new luxury brands at low prices from certain channels and sell them as second-hand.

10.3.4 RQ4: To recognise relationship between consumers and their pre-owned luxury brands.

The fourth research objective of this project is to explore the relationship between consumers and their pre-owned luxury brands. Although prior studies have demonstrated that consumers can develop strong positive relationships with new luxury brands (Sharda and Bhat, 2018), few scholars focused on examining the relationship between consumers and their pre-owned luxury brands. Additionally, the few studies that have noted such a possible positive relationship have not used empirical research to explore whether such a relationship exists and what types of behaviours consumers exhibit (Turunen and Leskinen, 2015). In this research, both the interview and netnography findings revealed the existence of a strong positive relationship between consumers and their pre-owned luxury brands and its seven sub-themes of indicators. Findings related to each of them are discussed (see Table 10.7).

**Table 10.7 Triangulated consumers' relationship with their pre-owned luxury brands**

Theme	Sub-theme	Number of embedded codes		Common codes in two findings	Corresponding different codes	
		Semi-structured interview	Netnography		Semi-structured interview	Netnography
Positive consumer-brand relationship	Positive emotional connection	4	4	(1) Anticipated separation distress, (2) Feeling of love	(1) Emotional attachment, (2) Indecisive when selling	(1) Fondness (2) Obsession
	Self-brand connection	2	1	(1) Convey desired self	(1) Convey current self	N/A
	Commitment	2	1	N/A	(1) Keep forever, (2) Devote personal effort	(1) Handed down item
	Interdependence	2	2	(1) Continuous use	(1) Involved interaction	(1) Occasional presence
	Intimacy	1	2	N/A	(1) Show closeness	(1) Personification, (2) Caring
	Trusted partnership	4	1	N/A	(1) Proud to wear, (2) Respectable brand heritage, (3) Great fit, (4) High reliability	(1) Trustworthy quality
	Passion-Driven Behaviours	1	0	N/A	(1) Pay price premium	N/A

Significant differences can be found when comparing the findings from the interviews and netnography. Firstly, regarding the two sub-themes identified in both data sources, “self-brand connection” and “trusted partnership”, the codes in these sub-themes from the interviews were richer. To illustrate, the four codes for “trusted partnership” from the interview findings better indicate how consumers treat their pre-owned luxury brands as trusted relational partners than findings from netnography. Rather than mentioning only the trustworthy quality of pre-owned luxury brands in a general manner, informants shared their sense of pride, respect, and compatibility with their pre-owned luxury brands, which enriched the understanding of their positive relationships. The reason the semi-structured interviews revealed more subtle indicators of the positive consumer–brand relationships may be related to the probing questions asked during the interviews, which provide the space for informants to further clarify their experiences.

Secondly, codes in two of the sub-themes identified from interview and netnography findings, “commitment” and “intimacy”, are completely different. However, when taken together, they help explain the meaning of the sub-theme in which they are located. For example, the two codes in the intimacy sub-theme (“personification” and “caring”) from netnography and the code “show closeness” from the interviews all reflect the intimate relationship between consumers and their pre-owned luxury brands from different angles.

Thirdly, the interview findings revealed one additional sub-theme of indicators than netnography, which is “passion-driven behaviours”. Specifically, while online consumers usually shared how they purchase their loved pre-owned luxury brands at a lower-than-usual price, informants admitted they are sometimes willing to pay a certain premium for their favourite pre-owned luxury brands. The discovery of this sub-theme originated from an informant’s sharing of his experience of obtaining resale luxury brands, whereas this type of pre-owned luxury brand has not been found in netnography.

#### 10.3.4.1 Positive emotional connection

The first sub-theme of indicators is a positive emotional connection. Integrated findings revealed that consumers frequently express their positive emotional connection with their pre-owned luxury brands, using terms such as “constant love” and “emotional attachment”. Referring to the attitude valence and attitude strength dimensions identified by Batra et al. (2012) to measure brand love, these positive expressions of affection can imply a positive relationship between consumers and their pre-owned luxury brands.

Another indicator revealed from both data sets is consumers' anticipated separation distress involving their pre-owned luxury brands. Prior studies also identified anticipated separation distress as a significant indicator of consumer brand love (Fournier, 1998; Batra et al., 2012). A possible reason is that since consumers have strong positive emotions about their pre-owned luxury brands, they will feel at ease only when these items are within the reach of their own care. Once these items are in someone else's hands, the consumer exhibits concern and anxiety about whether others will be able to keep their beloved luxury items safe.

It is also worth noting that this type of positive emotional connection could be parasocial in nature. Referring to the triangular theory of love (Sternberg, 1986) and the theory of attraction (Berscheid and Reis, 1998), the mutual attraction of partners is a fundamental element in forming interpersonal relationships. However, the emotional connection between consumers and their pre-owned luxury brands can be regarded as only one-way. Consumers tend to endow their pre-owned luxury brand with emotional value in a unique way; for example, one consumer uses the term "emote the clothing" to describe her own behaviour. This may be because the uniqueness of these pre-owned luxury brands compared with new luxury brands makes consumers believe these items belong to them exclusively, so they cherish them and are more likely to have an emotional connection with them.

#### 10.3.4.2 Self-brand connection

The second sub-theme of indicators is self-brand connection. The integrated findings revealed that some consumers are more willing to convey both their current self and their desired self to the external world by acquiring pre-owned luxury brands, especially vintage items. A possible reason is that although these luxury brands acquired as pre-owned cannot provide them with a luxury boutique experience, the brand reputation of these items did not diminish when they became pre-owned. Therefore, consumers still believe these pre-owned luxury brands can help them express their desired image, and they are willing to develop a positive relationship with them. This is also consistent with the findings of previous studies which revealed that consumers' status-seeking demand could even motivate their acquisition of pre-owned luxury brands rather than new ones, as these items are often more unique and exclusive (Keim and Wagner, 2018; Kessous and Florence, 2019).

#### 10.3.4.3 Commitment

The third sub-theme is commitment, and the integrated findings revealed that consumers often expressed their wish to keep their pre-owned luxury brands forever. The first reason is that the process of acquiring these pre-owned items took a significant amount of energy and time. Therefore, these consumers bestow a special significance to these pre-owned luxury items and they hope to retain them over a long period. Secondly, some consumers believe pre-owned luxury brands are more special than new luxury brands, which makes them more willing to commit to these goods in the long run. For example, luxury brands such as Balenciaga were claimed to reach their best condition only after a certain period of natural use. Furthermore, pre-owned luxury brands also have their own unique histories and stories before being acquired by their new owners, which increases their significance to these consumers who want to keep them rather than resell them. This finding is consistent with previous discoveries regarding consumers' collecting behaviours (Turunen and Leskinen, 2015; Spaid, 2018). Not only do these pre-owned luxury brands have monetary value for consumers but they also have psychological value. Thus, findings on the existence of commitment can reflect consumers' positive relationships with their brands.

#### 10.3.4.4 Interdependence

The fourth sub-theme of indicators is interdependence, and the integrated findings of this study found that consumers frequently expressed their sense of interdependence with their pre-owned luxury brands. Explanations could be provided based on two aspects. Firstly, since consumers can obtain some luxury brands only through second-hand channels, these purchases will result in great satisfaction and will be treasured, resulting in a high level of interdependence (Chang and Chieng, 2006). Another possible reason can be inferred from the consumers' words. For instance, some described their pre-owned luxury brands as "dependable" and "always-there-for-me" partners. Since the quality of these pre-owned luxury brands has been verified over time, consumers consider their practicality and reliability to be higher than those of new luxury brands, thereby increasing consumers' perceived interdependence in their relationships with pre-owned luxury brands.

#### 10.3.4.5 Intimacy

The fifth sub-theme that reflects consumers' positive relationship with their pre-owned luxury brands is intimacy, which describes consumers' perceived closeness and connectedness with brands (Shimp and Madden, 1988). The integrated findings revealed that consumers often used endearing terms for their pre-owned luxury brands – such as “big sister”, “her”, and “old baby” – to express their affection for these items. Referring to previous studies, these highly intimate expressions can indicate the existence of a positive relationship between consumers and their pre-owned luxury brands (Fournier, 1998; Nyffenegger et al., 2015). The reason why consumers feel such a connection may be traced to animism (Appadurai, 1988; Hansen and Zotte, 2019); in the eyes of these consumers, every item possesses a distinct spiritual essence. Since these pre-owned luxury brands have circulated in various second-hand markets and were owned or used by different people, some consumers may be willing to believe these goods are like friends with rich life experiences and charm compared to new luxury brands that have not yet entered social life. When consumers acquire these pre-owned luxury brands, they believe fate may be involved, thereby generating intimacy.

#### 10.3.4.6 Trusted partnership

The sixth sub-theme of indicators is trusted partnership. The integrated findings found that consumers often praise the quality of their pre-owned luxury brands and liken them to their reliable companions. Referring to the social relationship theory (Aggarwal, 2004), the possible reason is that these pre-owned luxury brands that were produced in the past are characterised by original craftsmanship involving precious materials. Therefore, consumers can use these well-made pre-owned luxury brands with confidence in any occasion, creating a willingness to regard them as their trustworthy partners.

Secondly, consumers were found to consider their acquisitions of pre-owned luxury brands as demonstrating respect for these brands. This finding was supported by one of the five components of brand partner quality identified by Fournier (1998), who found that consumers' positive orientation towards a brand, such as respect, can indicate the perception of high brand partner quality. The possible reason is that these consumers believe purchasing products released by luxury brands at different historical stages of their brand development can reveal their true understanding of their luxury brand partners. Unlike purchasing a new luxury product, buying an iconic product from a



luxury brand requires not only financial strength but also expertise regarding the product's history. Therefore, some consumers expect to distinguish themselves from those who buy new luxury brands by purchasing pre-owned luxury brands with high identification difficulty, thereby establishing a deeper relationship with their loved brand.

#### 10.3.4.7 Passion-Driven Behaviours

The last sub-theme of indicators of the positive relationship between consumers and their pre-owned luxury brands is passion-driven behaviours (Dias and Cavalheiro, 2022). The integrated findings indicated that some consumers are willing to pay a premium price to purchase certain luxury brands on the secondary market, as some limited-edition or discontinued luxury brands are often difficult to obtain through traditional channels. Similarly, passion-driven behaviours are regarded as a significant indicator of brand love, as stated by Batra et al. (2012). Passion refers to a consumer's desire to establish a relationship with a brand (Fritz et al., 2014), and the intensity of it can reflect the extent of their positive or negative emotional valence towards a brand (Fetscherin et al., 2019). When consumers discover pre-owned luxury brands on secondary markets, their passion-driven behaviours are stimulated, and they worry about missing the opportunity to obtain the items they love. These passionate behaviours to pursue pre-owned products of certain luxury brands can indicate consumers' strong positive relationship with these brands.

#### 10.3.4.8 Summary of findings

This section discussed findings related to RQ4 of this research. Seven sub-themes of indicators of the positive relationship between consumers and their pre-owned luxury brands were articulated.

Consumers who seek to build a positive relationship with luxury brands by buying pre-owned goods are valuable assets for the brands, because they do not desire these items solely because of their lower price. For example, some consumers have been found to buy pre-owned luxury brands because certain items, such as discontinued products, are available only through second-hand channels. Other consumers also do not care whether their favourite luxury brands are pre-owned or new and find pre-owned products of their favourite brands to be even more attractive. It is worth noting that the positive relationship between these consumers and luxury brands may be stronger than that of some consumers who buy new luxury brands; this is reflected in their respect for and

desire to protect a brand's heritage and their passion-driven behaviours. Therefore, this group of pre-owned luxury consumers also deserves respect when luxury brand managers develop strategies to enhance the consumer–brand relationship.

#### **10.4 Chapter summary**

This chapter included two main sections. The first section described in detail the six-step procedure followed in this study to triangulate and integrate the three sets of findings identified from semi-structured interviews, systematic literature reviews, and netnography. The integrated findings can ensure a comprehensive interpretation of the pre-owned luxury consumption phenomenon.

The second section presented the discussion of integrated findings with regard to the four main research questions of this project. These findings jointly provide an understanding of the overarching research question of this thesis. Firstly, the characteristics and meanings of seven identified forms of pre-owned luxury brands were first summarised, interpreted, and further contrasted with prior scholars' conceptualisations of them. As a result, pre-owned luxury brand was identified as a term that is most suitable to describe all luxury brands circulated on the secondary markets. Then, this section discussed the identified eight themes of motivating factors, two themes of facilitating factors, and three themes of hindering factors that can influence consumers' acquisitions of pre-owned luxury brands, aiming to answer the second research question. Next, this section discussed the revealed consumption patterns of pre-owned luxury brands, including 12 types of pre-owned luxury brand consumer profiles as well as online and offline trading channels of pre-owned luxury brands. Finally, seven sub-themes of indicators of the positive relationship between consumers and their pre-owned luxury brands were discussed to understand how these positive relationships can be developed.

## CHAPTER 11: CONCLUSION

### 11.1 Introduction

After discussing the integrated findings in conjunction with the four research questions, it is necessary to return to the overarching research question to determine how the findings related to the four research questions contribute to an improved understanding of the identified theoretical debates and managerial practices, to fully demonstrate the importance and value of this project.

This chapter first elaborates the significance of these research findings from two aspects: theoretical contributions and practical contributions. Specifically, four prominent theoretical contributions to the existing knowledge are first discussed in Section 11.2. Then, the practical contributions of this project are presented in detail in Section 11.3, with a focus on explaining its advantages for new luxury brand managers, pre-owned luxury brand resellers, and policymakers who are concerned about sustainability. Finally, this chapter presents the potential limitations of this project in Section 11.4 as well as suggestions for future research.

### 11.2 Theoretical contributions

This research extended the current understanding of the pre-owned consumption behaviour in a luxury brand context based on three in-depth exploratory qualitative studies. Four prominent sets of theoretical contributions were made to the literature.

The first set of theoretical contributions of this thesis relates to the identification and conceptualisation of various forms of pre-owned luxury brands. The seven identified forms of pre-owned luxury brands first help to clarify the research objective for all studies related to pre-owned luxury consumption. Previous scholars used the term “pre-loved luxury” to refer to all luxury brands that circulate in the secondary market and proposed its three forms, namely, vintage luxury, second-hand luxury, and luxury collectible (Turunen and Leskinen, 2015; Turunen et al., 2020). However, the meanings and subordination of these three forms were unclear. Findings of subsequent studies focusing on these ambiguous terms can be regarded as products of a lack of rigour, trustworthiness, and practicability (Silva et al., 2022), whereas the current study is the first to empirically identify seven forms of pre-owned luxury branded items and address their characteristics and connotations. These forms of pre-owned luxury brands

challenge the way in which previously owned luxury brands were classified in prior studies, not only by revealing three new forms but also by suggesting “pre-owned luxury brand” as an umbrella term that can represent the six other forms. These terms create the empirical basis on which scholars’ findings regarding various types of pre-owned luxury brands have targeted significance and can be compared horizontally. Otherwise, the vague meaning of pre-owned luxury branded items can make it difficult for researchers and readers to agree on exactly what these studies are discussing.

Findings related to the forms of pre-owned luxury brands also contribute to uncovering the complexity of pre-owned possession consumption. Most previous scholars tended to link the consumption of pre-owned possessions with consumers’ economic concerns (Guiot and Roux, 2010; Padmavathy et al., 2019), while only a few scholars found that pre-owned possessions can exist in the market in various value forms. However, they did not explain how these different forms are related (Cervellon et al., 2012; Cary et al., 2021). This thesis can advance the understanding of pre-owned possession consumption by addressing why and how pre-owned luxury brands change over time. The categorisation of diverse forms of pre-owned luxury brands is first related to their inherent characteristics. For example, pre-owned luxury brands must be more than 20 years old to qualify as vintage luxury brands. The forms of pre-owned luxury brands can also be attributed to consumers’ various perceptions of the characteristics and value of pre-owned luxury brands. Compared with standardised new luxury brands, even pre-owned luxury branded items of the same version may have vastly different meanings for different consumers, implying a distinctive consumption phenomenon. For example, a used, old (more than 20 years) pre-owned luxury brand can be regarded as a luxury collectible if it was acquired for preservation, a second-hand luxury brand if it has obvious wear and tear and was purchased for its further functional usage, or a vintage luxury brand if its time span is highlighted.

The second set of theoretical contributions is related to the identification of the influential factors of pre-owned luxury brands. The 13 identified themes of influential factors first help to address the contradictions and gaps in existing knowledge related to the factors influencing pre-owned luxury consumption. Although prior studies have discovered several motivating factors of pre-owned luxury consumption, their findings are either general or fragmented, and they are not in agreement with each other (Amatulli et al., 2018; Kessous and Florence, 2019; Miller and Brannon, 2022). This may be due to the fact that these studies were conducted based on ill-defined forms of pre-owned luxury

brands. Since this study uses international consumers as the research context and is not limited to luxury brands of a certain product category, this allows the discovered motivators to be as comprehensive as possible to represent the entire pre-owned luxury consumption phenomenon. Furthermore, the identified facilitating and hindering factors can extend the understanding of the complexity of pre-owned luxury consumption. These factors not only explain the external factors that can increase consumers' confidence in purchasing pre-owned luxury brands but also the additional risks these buyers will take.

The identified motivating factors, then, can inform an understanding of the theoretical debate about the value contemporary consumers expect from luxury brands. While the traditional view regards ownership as the most prominent value of luxury brands desired by consumers (Jain and Mishra, 2018; Kapferer and Florence, 2018), a recent view argues that the popularisation of luxury brands has prompted consumers' concern about their accessibility, experiencing them rather than owning them (Bardhi et al., 2020). With a focus on pre-owned luxury brands, a more accessible form of luxury brands (Turunen et al., 2020), the identified influential factors of pre-owned luxury brand consumption indicate that the consumption goals that consumers expect to achieve from luxury brand consumption have changed. They are no longer limited to obtaining values related to wealth and status but also for pursuing diverse consumption outcomes, such as obtaining the individual experiential value from the entire consumption process or improving their own luxury competencies, such as luxury brand-related expertise.

These identified motivating factors also provide evidence to demonstrate the positive relationship between luxury brand consumption and sustainability. The past mainstream view was that luxury brand consumption and sustainable development are contradictory topics (Cervellon et al., 2012). Luxury brands, which are known to be excessive and indulgent, seem to defy the stereotype of sustainable consumption that is often associated with restraint and frugality (Beckham and Voyer, 2014). Referring to current research, findings related to the motivating factors of pre-owned luxury consumption can resolve the debate on the relationship between luxury brand consumption and sustainability. For example, consumers often perceive pre-owned luxury brands as being of better quality and have timeless style than non-luxury branded items. Minimalists, defined as those who prioritise the quality and value of items to avoid unnecessary and frequent replacements (Niinimäki, 2022), also see the acquisition of pre-owned luxury brands as an up-graded fashion, which helps them to advocate their "buy less, buy important" concept. These findings support the claim by Sun et al. (2021) that luxury brands and

sustainability are consistent in their essence. Unravelling the unclear relationship between pre-owned luxury brands and sustainable development not only vindicates pre-owned luxury consumption but also helps to understand and redefine the meaning of luxury brands in contemporary society (Lou et al., 2022).

The third set of theoretical contributions relates to the identified consumption patterns of pre-owned luxury brands. Firstly, the identified online and offline channels through which consumers normally acquire their pre-owned luxury brands demonstrate the high flexibility of these brand transactions or exchanges. Currently, only one previous study highlighted the complexity of second-hand luxury goods consumption channels (Battle et al., 2018). During the circulation through different channels, the original characteristics and values of new luxury brands can be stripped, manipulated and recaptured, thus transforming them into pre-owned luxury branded items in different forms of existence (Boradkar, 2012; Hansen and Zotte, 2019). For instance, the historical and cultural value of a pre-owned luxury branded item would be emphasised if it was circulated at auction, whereas if it was resold at a flea market, its functional value and economic value would be prominent. Therefore, findings about the transaction channels can ensure more complete research knowledge.

The identified consumption patterns of pre-owned luxury brands can also contribute to an understanding of their consumers' segments. The 12 types of pre-owned luxury brand consumers' buying habits were identified for the first time in this thesis. Although previous studies have attempted to categorise pre-owned luxury brand consumers according to their purchasing motivations (Carey et al., 2018), pursued value (Kessous and Florence, 2019), and shopping style dimensions (Turunen and Poyry, 2019), the findings of these studies failed to fully classify pre-owned luxury brand consumers, as they did not explicitly segment them and identify their characteristics. Thus, the pre-owned luxury brand consumers' buying habits outlined in this study can complement the narrow approach in previous findings regarding the categorisation of pre-owned luxury brand consumers.

The last set of theoretical contribution relates to the discovery of the positive relationship between consumers and their pre-owned luxury brands. This thesis enriches the understanding of the roles of pre-owned luxury brands in building consumer-brand relationships. Previous studies have found that consumers not only can build a one-sided hierarchical relationship (ownership-focused use) with luxury brands (Dion & Borraz,

2017) but also may establish a mutually equitable relationship such as a partnership (experience-based usage) (Wang, 2022). However, whether consumers can establish a positive relationship with pre-owned luxury brands remains controversial, as the value they bring to consumers may be inconsistent with the value that luxury brand managers expect to convey (Turunen and Leskinen, 2015). The seven revealed sub-themes of indicators confirm the conjectures of previous studies that there is, indeed, a strong positive relationship between consumers and pre-owned luxury brands. By triangulating these indicators with the consumer–brand relationship literature, the relationship between consumers and their pre-owned luxury brands can be seen as similar to interpersonal relationships (Fournier, 1998; Batra et al., 2012). This type of relationship suggests that consumers acquire pre-owned luxury brands not only to obtain the symbolic benefits associated with them but also to place their sincere emotions on them to perceive intrinsic psychological benefits, such as treating them as their trustworthy companions.

### 11.3 Practical contributions

The findings of this research also provide implications for new luxury brand managers, pre-owned luxury brand resellers, and policymakers. By answering the four research questions, this study has identified six main aspects of findings (see Table 11.1). Different findings are expected to provide different implications for different stakeholders. A summary of aspects of findings that have implications for various stakeholders are displayed in Table 11.1, and the implications are explained.

**Table 11.1 Findings with implications for different stakeholders**

Findings Stakeholders	Forms	Motivators	Hindering & Facilitating factors	Consumer profiles	Trading channels	Consumer– brand relationship
New luxury brand manager	N/A	√	N/A	√	√	√
Pre-owned luxury reseller	√	√	√	√	√	N/A
Policymaker	N/A	√	√	N/A	√	N/A

#### 11.3.1 Implication for new luxury brand managers

The findings of this research first help new luxury brand managers realise the factors that can drive consumers away from new luxury brand purchases. Specifically, luxury brand managers should pay attention to consumers’ dissatisfaction regarding three main aspects. Firstly, luxury brand managers should consider not only the impact of rising prices on

the accessibility of their products but also the need to prioritise improvement in quality. Findings revealed that consumers have noticed that while the prices of new luxury brands continue to rise, their quality is also declining, resulting in consumers' unwillingness to pay full price to acquire new luxury brands that tend to depreciate significantly once being owned. Luxury brand managers can conduct research to gather consumer opinions regarding their quality and pricing strategy and investigate the price preservation degree of their products on the secondary market.

Secondly, luxury brand managers should consider improving their new luxury brand designs with a focus on materials. This study finds that consumers regard their acquisitions of pre-owned luxury brands as a manifestation of their concern about ethical consumption; they advocate a circular economy and seek to protect animals. Thus, luxury brand manufacturers can consider introducing some products made of high-quality artificial materials that are environmentally friendly to meet the expectations of these consumers while producing leather products.

Thirdly, luxury brand managers should improve their offered boutique experience in relation to new luxury brand consumption. The findings revealed that some consumers report indifferent and even negative experiences at boutiques that can drive them away from buying new luxury brands, such as arrogant shopping assistants and untrustworthy service. An arrogant shopping assistant is a luxury sales associate who pretends to have social importance and intellectual superiority when serving customers. Therefore, luxury brand managers should strengthen the training of these associates because they convey the image and personality of the brand to consumers (Portal et al., 2018), thus directly affecting consumers' perceptions of the brand according to the theory of warmth and competence (Fournier and Alvarez, 2012). Furthermore, luxury brand managers can involve consumers in the co-creation of the boutique experience, such as scheduling events at boutiques, to gain their trust and reattract those who have turned to pre-owned luxury brands.

The findings of this research provide new luxury brand managers with an understanding of how to approach this growing pre-owned luxury brand market. Specifically, luxury brand managers should pay attention to their own luxury brands sold in various trading channels, and these knowledgeable brand enthusiasts and collectors. Luxury brand managers first need to seize the branding opportunity from pre-owned luxury brands. The findings revealed that the trading channels of pre-owned luxury brands range from



high-end vintage boutiques and consignment shops to low-end flea markets and charity shops. This wide range, therefore, makes it difficult to control transactions of pre-owned luxury brands. The trading volume of pre-owned luxury brands can have both positive or negative impacts on consumers' perception of a luxury brand's prestige, which further affects the brand's reputation. Thus, luxury brand managers should be aware of their luxury brands circulating on the secondary market and seize the branding opportunity by using the trade-in method to recycle the pre-owned luxury goods of their brand. This will help reduce the flow of their products into the pre-owned luxury market, thereby preventing these goods from being sold at significantly low prices and diluting the brand's reputation.

Secondly, luxury brand managers should develop relationships with knowledgeable brand enthusiasts and collectors who enjoy buying pre-owned luxury brands. The findings revealed that consumers can build relationships with luxury brands by purchasing their pre-owned products, and their relationship with luxury brands can be even deeper and more passionate than those consumers who buy new luxury brands. To recognise and target these brand advocates in the secondary market, luxury brand managers can consider opening their own vintage boutiques to provide further opportunities for consumers who love their brands to buy discontinued products. The findings reveal that some consumers choose to buy through second-hand channels because they cannot purchase the discontinued items they want through traditional channels. Regarding these pre-owned luxury items that have been sold, luxury brand managers should provide authenticity legitimising and maintenance services, thereby increasing their interaction with more potential consumers and allowing them to experience the value of luxury brands. Doing so could convert them into customers for new luxury brands.

### 11.3.2 Implication for pre-owned luxury resellers

The findings of this research also help pre-owned luxury resellers understand the factors that can influence consumers' purchases of pre-owned luxury brands. Specifically, pre-owned luxury resellers should consider both motivating factors and hindering factors of this purchasing behaviour. Firstly, resellers should use the eight identified themes of motivators of pre-owned luxury consumption as a guideline to develop appropriate tactics when marketing their goods. For example, to attract consumers who seek pre-owned luxury brands for reasons of value preservation and appreciation, resellers can

emphasise these attributes of their items. For consumers who enjoy a treasure hunting experience, resellers can place pre-owned luxury brand items randomly in their shop to allow consumers the pleasure of the search. Additionally, resellers can share the history of their items through the narrative approach, endowing their items with sentimental value, particularity, and mystery to further entice buyers (Keim and Wagner, 2018; Kessous and Florence, 2019).

Secondly, pre-owned luxury resellers can improve their offered services by keeping in mind the hindering and facilitating factors of pre-owned luxury consumption. For instance, this study found that authenticity guarantee, and flexibility of payment can facilitate consumers' decision to acquire pre-owned luxury brands. Therefore, pre-owned luxury brand resellers can develop policies to enhance consumers' confidence to buy, such as offering easy return of goods and a certificate of authenticity. In terms of flexibility, resellers can consider offering a monthly payment option as suggested in the qualitative findings, as affordability can be a prominent reason for consumers to choose pre-owned luxury brands.

The findings of this research also help pre-owned luxury resellers better understand the consumption patterns of pre-owned luxury brands. Firstly, pre-owned luxury resellers can think about categorising their consumers according to the segments identified in this research and cross-selling their goods to them. For example, this study identified collectors as one consumer segment with three sub-types: collectors of past discontinued items, collectors of limited-edition new products, and collectors of specific product categories. Therefore, resellers can selectively recommend their products to these three sub-types of collectors according to their preferences. Secondly, pre-owned luxury resellers can adopt integrated marketing strategies by fully recognising the identified types of trading channels of pre-owned luxury brands. For example, resellers could consider posting their products on multiple types of pre-owned luxury marketplaces to ensure faster sales. Pre-owned luxury resellers can also choose to source their items from a variety of trading channels, taking advantage of the information asymmetry between different markets and earning the price difference between buying and reselling.

Additionally, the findings can prompt resellers to appropriately describe their items when marketing them. Although the six sub-forms of pre-owned luxury brands identified in this research are not entirely mutually exclusive, their meanings have different emphases. For example, whilst some consumers regard the term pre-loved luxury as generating

pleasant feelings, others find that it implies too much attachment. Resellers should be careful when using the term pre-loved luxury brand and any term that includes the prefix “pre-” due to their potentially controversial meanings. Although the term new-to-me luxury has not been mentioned in previous literature, it was found to generate positive feelings among consumers and should be considered for future use by resellers.

### 11.3.3 Implication for policymakers

The research findings can also be advantageous for policymakers who are concerned about sustainability. Firstly, the findings regarding consumers’ purchase of pre-owned luxury brands due to their ethical consumption concern can raise policymakers’ attention to support the trading of pre-owned luxury brands. This is because although the traditional view is that luxury consumption is contrary to the concept of ethical consumption (Lee and Gordon-Wilson, 2021), this study found that when luxury brands become pre-owned, these items can promote the concept of ethical consumption. When policymakers tout sustainable consumption, they should explain the possible impacts of pre-owned luxury consumption and new luxury consumption on the social environment. Policymakers can also help destigmatise pre-owned luxury goods through advocacy.

Secondly, policymakers should take advantage of the identified hindering and facilitating factors of pre-owned luxury consumption to improve the trading mechanisms for pre-owned luxury brands. The existence of hindering and facilitating factors indicates that consumers may face many uncertainties and risks when acquiring pre-owned luxury brands, which can either increase their confidence or discourage them from acquiring pre-owned luxury brands. Therefore, policymakers can formulate laws and regulations that address consumers’ worries about the purchase of pre-owned luxury brands to ensure transparent transactions in the diverse channels. In this way, the rights and interests of both consumers and retailers in pre-owned luxury brand transactions can be guaranteed. Thirdly, the identified trading channels of pre-owned luxury brands can help policymakers locate and communicate with pre-owned luxury brand consumers to understand the current status of this market. Then, they can formulate policies to support and regulate transactions according to the characteristics of the different channels to promote the market’s development. For example, policymakers can consider establishing an official pre-owned luxury trading platform to facilitate peer-to-peer commerce, thereby promoting ethical consumption. The business model can be sourced from some existing large platforms such as the Xianyu Idle trading platform (Yao and Miao, 2021).

#### **11.4 Limitations and future research directions**

While this study contributes significantly to research fields that are related to pre-owned luxury consumption, it is not free of limitations, and these obstacles can be considered to be meaningful directions worthy of further investigation. One limitation is associated with the use of only qualitative research methods. Although an inductive approach enables the researcher to identify all potential aspects related to pre-owned luxury consumption, such as eight themes of motivators, the various impacts of these motivators on consumers' acquisition behaviours cannot be determined. Future research could adopt a multi-method design by incorporating quantitative research methods, such as a questionnaire, to examine the significance of each identified antecedent in this study. Further research could also consider using other qualitative methods, such as observation, to explore whether other aspects of pre-owned luxury consumption remain undiscovered. Additionally, although interview data saturation was reached in this study, interviews with more informants can also strengthen the external validity of research.

Secondly, although the current study identifies the factors that can motivate, facilitate, or hinder consumers' acquisitions of pre-owned luxury brands, these factors are not distinguished according to different product categories and trading channels of luxury brands. Further research can investigate factors that influence consumers' acquisitions of specific luxury product categories. It is possible that consumers' motivations for acquiring vintage luxury cars are different from those related to pre-owned luxury branded accessories (Miller and Brannon, 2022). Future research can also compare the factors that affect consumers' online and offline consumption behaviours towards pre-owned luxury brands. Regarding the identified facilitating factors and hindering factors, it is also worth examining their mediating or moderating effects on consumers' motivations to acquire pre-owned luxury brands. Furthermore, although the current study identified the buying habits of various consumer segments, it did not go further to explore and compare their different motivations, such as those held by consumers of different generations. Future research can focus on exploring these differences.

Thirdly, the seven identified forms of pre-owned luxury branded items and their meanings are better reconfirmed through quantitative studies. Although the current study proposes seven forms of pre-owned luxury brands, the identified subordinations between these forms of pre-owned luxury brands and their meanings are, to some extent, inconsistent with previous findings. For instance, whilst pre-loved luxury brand is

regarded as a form of pre-owned luxury brand in the current study – which is at the same level as vintage luxury and second-hand luxury – pre-loved luxury was used as a general term to characterise the pre-owned luxury consumption phenomenon in Turunen and Leskinen’s (2015) research. Moreover, the term second-hand luxury brand does not necessarily refer to those pre-owned luxury brands that were used but reminds people that they may have been used, which is different from previous conceptualisations (Cervellon et al., 2012; Turunen et al., 2020). Additionally, the understanding of the meaning and significance of newly identified terms such as resale luxury and new-to-me luxury brand remain underdeveloped, which can also be the focus of future research. In that case, further research can collect data from a larger sample to re-examine the relationships and meanings of these forms of pre-owned luxury brands.

Another possibility to further extend this study is to explore the influence of pre-owned luxury consumption on consumers’ relationships with luxury brands. Although this study has examined the contribution of pre-owned luxury consumption to the development of a consumer–brand relationship, it cannot determine which dimensions of that relationship quality can be enhanced the most or the least. Scholars can seek to further validate the influence of pre-owned luxury consumption on consumer–brand relationships. Finally, since the current study collected qualitative data based on a cross-sectional design, it could be interesting to investigate whether consumers’ attitudes about pre-owned luxury brands will change before and after their purchase by collecting longitudinal data.

### **11.5 Chapter summary**

This chapter first discussed the theoretical contribution of this study. The identified seven forms of pre-owned luxury brands first help to clarify the research object for all studies related to pre-owned luxury consumption and contribute to uncovering the complexity of pre-owned possession consumption. Secondly, the identified thirteen themes of influential factors help to address the gaps related to the factors influencing pre-owned luxury consumption, understand what value contemporary consumers expect from luxury brands, and support the positive relationship between luxury brand consumption and sustainability. Thirdly, the discovered consumption patterns of pre-owned luxury brands demonstrate the high flexibility of pre-owned luxury brand consumption and uncover the pre-owned luxury brand consumer segments. Fourthly, this thesis also enriches the understanding of the roles of pre-owned luxury brands in building positive

consumer-brand relationships.

In terms of managerial contributions, findings of this research first help luxury brand managers realise that three factors can impede consumers' willingness to purchase new luxury brands. The findings then inform luxury brand managers about how they can approach this growing pre-owned luxury brand market and develop relationships with consumers. After that, the findings help pre-owned luxury resellers recognise the factors that can influence consumers' purchase of pre-owned luxury brands, the consumption patterns of these goods, and their different forms. The findings also provide implications to policymakers who are concerned about sustainability, to help them better understand, support, and govern the pre-owned luxury brand markets.

Finally, four potential limitations of this study were addressed, and the future research directions corresponding to each of them were specified.

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## **Appendices**

### **Appendix A. Indicative interview guide for interviewing consumers**

#### **Interview Objectives:**

To get insight into consumers' purchase behaviours of pre-owned luxury brands from the perspective of consumers.

#### **Before the interview:**

Participants are encouraged to prepare the second-hand luxury branded item(s) that they want to share their stories with me during the interview or the items that could evoke their memorable second-hand luxury items, such as photographs.

#### **During the interview:**

##### **Part 1: Regarding the second-hand luxury branded item(s) you bring to this interview**

1. Could you tell me the story about the second-hand luxury branded item you bring to this interview?

- What is it?

- What does it mean to you? Could you think about the first five words come into your mind to describe it? What makes you describe like that?

- What kind of value/benefit have you got from it?

- How did you get it? What happened? For what reasons?
  - How were you feeling during this experience?
  - How did you usually use/place this item? Could you give me some examples? Why?
  - Do you own other items of this brand (bought as new or second-hand)?
- [repeat for all items they prepared]

## **Part 2: Regarding your understanding of luxury brands**

2. What does the term luxury brand mean to you?

- Could you give me some examples of luxury brands?
- How would you describe these brands? What are the first five characteristics come to your mind when you think about them? What makes you describe like that?

*(After discussion, a possible definition will be provided to participants. **Luxury brand** refers to the hedonistic, high-quality objects, services, and experiences, sold at a price far beyond what their functional value would command, which represent sources of a sense of privilege, taste, pleasure, and refinement and produce recognition by relevant others, due to the power of the brand, its perceived exclusivity, and its heritage (Kapferer and Florence, 2018).)*

3. Would you classify the selected items we discussed about as luxury brands? Why?

## **Part 3: Regarding the luxury brands you feel strong positively about**

4. Are there any luxury brands you have strong positive feeling about?

- Could you give me some examples?
- Have you ever bought new products from these luxury brands? Could you tell me how you bought them? What happened? For what reasons?
- How would you describe these brands? What makes you describe like that?

5. Have you ever bought these luxury brands second-hand?

*(If no, then ask: Are there any other luxury brand you feel strong positively about? Then loop to Question 3)*

- Could you tell me the stories about how you bought these second-hand luxury brands? What happened? When did it happen? How did it happen? For what reasons?

- Out of all the stories you described (*If they mentioned multiple stories*), which one is more important to you? What exactly happened? Could you elaborate it more?

6. What kind of value/benefit have you got from buying pre-owned luxury brand items?

- What is your thinking about the luxury brand before the purchase?
- What is your thinking about the luxury brand after the purchase?

#### **Part 4: Regarding other second-hand luxury brands you bought**

7. Have you ever bought other second-hand luxury brands? (In addition to the brand that you have strong positive feeling about.)

- In which product categories the items you have bought belong to?
- Could you tell me the stories about how you bought these second-hand luxury brands? What happened? When did it happen? How did it happen? For what reasons?
- Out of all the stories you described (*If they mentioned multiple experiences*), which one is more important to you? What exactly happened? Could you

elaborate it more?

- How would you describe your feelings during this experience? What makes you feel like that? Could you give some examples?

8. Have you wanted to buy some pre-owned luxury brand items but did not get them or missed out on them?

- Could you tell me the stories? What happened? How did it happen?

- How would you describe your feeling during this experience? What makes you feel like that?

#### **Part 5: Regarding to others' buying experience of second-hand luxury brands**

9. Have you noticed anyone around friends or family buy second-hand luxury brand items because of their strong positive feelings towards luxury brands?

- Could you tell me their stories? What happened? How did it happen?

- How do you feel about their buying behaviours? What makes you feel like that?

10. Do you think these consumers have specific profiles in terms of their buying habits?

- Can you identify what their profile are?

#### **Part 6: Regarding your understandings of second-hand luxury brand**

11. Can you tell me what term you have used to describe the second-hand luxury brand item you bought with strong positive feeling?

- Could you give some examples? For what reasons you call them like that?

- Is there anything you would like to add about the phenomenon of buying pre-owned luxury brand items?

## **Part 7: Demographics**

1. Age
2. Gender
3. Years of interest in luxury brands
4. Years of interest in second-hand luxury brands
5. How are you looking for second-hand luxury items (prompt for “how many times per year” if they do not give a response to the open question)
6. Nationality
7. Country of residence [more than 3 years]

Do you know other people who sell or buy second-hand luxury brands that you can introduce to me?

## **Appendix B. Indicative interview guide for interviewing retailer**

### **Interview Objectives:**

To get insight into the consumers' purchase behaviours of pre-owned luxury brands from the perspective of retailers.

### **Interview questions:**

#### **Part 1: Regarding your retail store**

1. Could you please explain to me what your company does?
  - What categories of pre-owned items do you sell?
  - How long have you done this job?
  - What does a typical day look like in your store?
  - Do you have any experience in selling pre-owned items before?
2. Where do you normally get these pre-owned items from?
3. Through what channels do you sell these pre-owned items?
4. Do you think the consumers who buy pre-owned items have specific profiles in terms of their demographics? If so, can you give me some typical examples?



## **Part 2: Regarding your selling of pre-owned luxury brands**

5. Are there specific brands that you sell which are in large demand?

- Could you tell me what are the top five high demand brands?

- How would you describe these brands? What are the characteristics that come to your mind when you think about them? What makes you describe like that?

*(After discussion, a possible definition of luxury brand will be provided to retailers. **Luxury brand** refers to the hedonistic, high-quality objects, services, and experiences, sold at a price far beyond what their functional value would command, which represent sources of a sense of privilege, taste, pleasure, and refinement and produce recognition by relevant others, due to the power of the brand, its perceived exclusivity, and its heritage (Kapferer and Florence, 2018))*

Then ask retailers:

6. Given the definition of luxury brand, which brands do you think you mentioned are luxury brands? For what reasons?

7. Are there other brands that are not in the top five brands you mentioned but are luxury brands based on the provided characteristics/definition of luxury brand?

- Could you give me some examples? What makes you regard them as luxury brands?

8. Can you tell me any specific memorable stories in terms of selling these pre-owned luxury brands? What happened? How did it happen?

- How would you describe your feeling in these experiences? What makes you describe like that?

## **Part 3: Regarding your consumer groups**

9. Can you tell me the stories about how consumers bought the pre-owned luxury brand items? What happened? When did it happen? How did it happen?

10. Do you think the consumers who buy pre-owned luxury brand items have specific profiles in terms of their buying habits when buying these pre-owned

luxury items? Can you give me some typical examples?

- Can you identify what their profiles are? Can you group them according to their profiles?

- Can you tell me the stories about each group of consumers who with different profiles?

#### **Part 4: Regarding your understanding of pre-owned luxury brands**

11. Can you tell me what term you have used to describe the pre-owned luxury brand item when you are marketing them?

- Could you give some examples? Why do you describe them like this?

#### **Part 5: Demographics**

1. Age

2. Gender

3. Years of involvement with trading second-hand luxury brands

6. Nationality

7. Country of residence [more than 3 years]

Do you know other people who sell or buy second-hand luxury brands that you can introduce to me?

### Appendix C. Selected luxury brand sample list

Brand name	Global luxury brand value 2019 ranking (Brand Finance)	Best Global Brands 2019 Rankings (Interbrand)
Porsche	1	/
Gucci	2	33
Cartier	3	68
Louis Vuitton	4	17
Chanel	5	22
Hermes	6	28
Ferrari	7	/
Rolex	8	/
Coach	9	/
Dior	10	82
Tiffany & Co.	11	94
SHISEIDO	12	/
Guerlain	13	/
Estee Lauder	14	/
Burberry	15	96
Prada	16	100
Omega	17	/
Clarins	18	/
Lancome	19	/
Aston Martin	20	/
Armani	21	/
Yves Saint Laurent	22	/
Moncler	23	/
Bulgari	24	/
Maserati	25	/
Valentino	26	/
Bottega Veneta	27	/
Bentley	28	/
SK-II	29	/
TAG Heuer	30	/
Sulwhasoo	31	/
Lamborghini	32	/
Rolls – Royce	33	/
Salvatore Ferragamo	34	/

<b>Brand name</b>	<b>Global luxury brand value 2019 ranking (Brand Finance)</b>	<b>Best Global Brands 2019 Rankings (Interbrand)</b>
McLaren	35	/
Loewe	36	/
Givenchy	37	/
Montblanc	38	/
Longines	39	/
Versace	40	/
AUPRES	41	/
Dolce & Gabbana	42	/
Jaeger – LeCoultre	43	/
Hera	44	/
Giorgio Armani	45	/
Miu Miu	46	/
Cle de Peau Beaute	47	/
Tom Ford	48	/
Fendi	49	/

## Appendix D: The preliminary screening results

Search engines	Name of sites	Website link	Actual post producer	The theme of the site	Exclusion/Inclusion
<b>Google</b>	Fashionphile	<a href="https://www.fashionphile.com/">https://www.fashionphile.com/</a>	Luxury retailer	Buy, Sell, and Consign of used designer bags	Exclude
	The luxury closet	<a href="https://theluxurycloset.com/">https://theluxurycloset.com/</a>	Luxury retailer	Sell new and pre-loved authentic designer bags	Exclude
	Watchuseek	<a href="https://www.watchuseek.com/">https://www.watchuseek.com/</a>	Consumer, seller, and sponsors	A forum community dedicated to watch owners and enthusiasts	<b>Include</b>
	The watch box	<a href="https://www.thewatchbox.com/">https://www.thewatchbox.com/</a>	Luxury watch seller	Sell authentic luxury watch	Exclude
	Luxury promise	<a href="https://luxurypromise.com/">https://luxurypromise.com/</a>	Luxury retailer	Buy and sell pre-owned designer bags	Exclude
	The vintage bar	<a href="https://thevintagebar.com/">https://thevintagebar.com/</a>	Luxury retailer	Buy and sell pre-owned designer bags	Exclude
	Luxepolis	<a href="https://www.luxepolis.com/">https://www.luxepolis.com/</a>	Luxury retailer	India's Most Trusted Online Luxury seller	Exclude
	HuntStreet	<a href="https://www.huntstreet.com/">https://www.huntstreet.com/</a>	Luxury dealer	Indonesia's marketplace for authentic preowned and new luxury	Exclude
	Vestiaire Collective	<a href="https://www.vestiairecollective.com/">https://www.vestiairecollective.com/</a>	Luxury dealer	Buy and sell preloved designer fashion	Exclude
	Rebelle	<a href="https://www.rebelle.com/en">https://www.rebelle.com/en</a>	Luxury brand dealer and seller	Online platform for buying and selling high-quality luxury goods	Exclude
	Tradsey	<a href="https://www.tradesy.com/">https://www.tradesy.com/</a>	Luxury brand seller	The peer-to-peer luxury fashion resale platform	Exclude
	Labelcentric	<a href="https://labelcentric.com/">https://labelcentric.com/</a>	Luxury retailer	Buy and Sell Authentic Pre-loved Luxury Designer Goods	Exclude
	Farfetch	<a href="https://www.farfetch.com/">https://www.farfetch.com/</a>	Luxury retailer	Sell designer fashion and emerging brands (new)	Exclude
	luxsecondchance	<a href="https://luxsecondchance.com/">https://luxsecondchance.com/</a>	Luxury dealer	Canada's top online consignment shop	Exclude
	Luxe. Digital	<a href="https://luxe.digital/">https://luxe.digital/</a>	Online publisher	Luxury Lifestyle & Business Magazine	Exclude
	Luxury garage sale	<a href="https://luxurygaragesale.com/">https://luxurygaragesale.com/</a>	Luxury dealer	Pre-owned designer clothing and accessories consignment	Exclude
	The brand collector	<a href="https://thebrandcollector.com/">https://thebrandcollector.com/</a>	Second-hand luxury seller	Buy and sell second-hand luxury items	Exclude
	Purseblog	<a href="https://forum.purseblog.com/">https://forum.purseblog.com/</a>	Luxury brand seller and consumer	Handbag news, reviews, discussion, and community	<b>Include</b>
	Thefinderlife	<a href="https://sg.thefinder.life/">https://sg.thefinder.life/</a>	Blogger	Sustainable Styling	Exclude
	TheRealReal	<a href="https://www.therealreal.com/">https://www.therealreal.com/</a>	Luxury dealer	Buy and sell second-hand luxury items	Exclude
Antique automobile Club of America	<a href="https://forums.aaca.org/">https://forums.aaca.org/</a>	Vintage car owner	America's premiere resource for the collectible vehicle community	<b>Include</b>	
<b>Facebook</b>	<a href="#">Authentic Pre-Owned Luxury Handbag Singapore</a>		Luxury brand seller	Buy and sell authentic pre-owned luxury handbag	Exclude
	<a href="#">LUXURY BRAND and DENIM COLLECTOR</a>		Luxury brand seller	Discussion about authentic pre-owned luxury handbag	Exclude
	<a href="#">Signatures Bags, Shoes and watch only..!(pre-loved/pre-owned/ukay)</a>		Luxury brand seller and consumer	Sale posts of preloved or ukay items of luxurious brand (private)	<b>Include</b>
	<a href="#">Pre Loved Group Ph</a>		Luxury brand seller	All Pre-Loved Items	Exclude
	<a href="#">Live selling: Reseller Price Preloved Bags</a>		Luxury brand seller	Buy and sell preloved Branded and Unbranded Bags and others	Exclude
	<a href="#">Japan Pre-Loved Luxury Bags</a>		Luxury brand seller	Buy and sell second-hand luxury items	Exclude
	<a href="#">Prelove Luxury brand Korea and Japan selected bags</a>		Luxury brand live selling	Buy and sell second-hand luxury items	Exclude
	<a href="#">SG Bag Mall - Buy and Sell your Branded Bags</a>		Luxury brand seller	For Bag Lovers to Post their bags for sale	Exclude
	<a href="#">Buy &amp; Sell Luxury Brand Toronto City</a>		Luxury brand seller	Buy and sell luxury items	Exclude
	<a href="#">Second hand Ladies Branded Clothing</a>		Luxury brand seller and consumer	Buy, sell, and discuss luxury items	<b>Include</b>
	<a href="#">Luxury Car Sales</a>		Luxury brand seller	Buy and sell luxury car	Exclude
	<a href="#">PRELOVED &amp; BRANDNEW BUY &amp; SELL PHILIPPINES</a>		Luxury brand seller	Platform for selling PRELOVED AND BRANDNEW	Exclude
	<a href="#">Buy &amp; sell Authentic pre-owned luxury brands</a>		Luxury brand live seller	Buy and sell luxury items	Exclude
	<a href="#">Buy And Sell Group For High End Luxury Items</a>		Luxury brand seller and consumer	Buy and sell for high end luxury item (private)	Exclude
	<a href="#">Louis Vuitton Gucci &amp; More Luxury bags!</a>		Luxury brand seller	Buy, sell or chat pre-owned luxury brand item (private)	Exclude
	<a href="#">Preowned Luxury Cars For Sale</a>		Luxury brand seller and others	Preowned luxury car selling	Exclude
	<a href="#">Luxury World of LVOE</a>		Luxury brand seller and consumer	Buy, sell, and trade designer handbags	Exclude

Search engines	Name of sites	Website link	Actual post producer	The theme of the site	Exclusion/ Inclusion
	<a href="#">Preloved Luxury Bags Selections</a>		Luxury brand live seller	Buy and sell luxury items	Exclude
	<a href="#">Luxury and Branded Items Sell and Buy</a>		Luxury brand seller	Buy and sell luxury items	Exclude
	<a href="#">Luxury Bag Treasures- Restored Louis Vuitton and Gucci Purses</a>		Luxury brand seller	Buy and sell restored luxury items	Exclude
	<a href="#">SECOND HAND LUXURY ITEMS</a>		Luxury brand seller	Buy and sell luxury items	Exclude
	<a href="#">Luxury Talk PH(Burberry, LV, Gucci, Prada, Dior, Chanel)</a>		Luxury brand seller	Buy and Sell group for Luxury Items	Exclude
	<a href="#">LUXURY BAGS /HANDBAGS LOUIS VUITTON CHANEL DIOR GUCCI GUESS YSL</a>		Luxury brand seller and consumer	Buy and sell luxury items	Exclude
	<a href="#">Luxury Brands-Chanel, LV, Gucci, Rolex</a>		Luxury brand seller	Buy and sell Luxury Brands-Chanel, LV, Gucci, Rolex	Exclude
<b>Instagram</b>	#preownedluxury	<a href="https://www.instagram.com/explore/tags/preownedluxury/">https://www.instagram.com/explore/tags/preownedluxury/</a>	Luxury brand seller and consumer	The sharing of pre-owned luxury branded accessories	<b>Include</b>
	#preownedluxurybags	<a href="https://www.instagram.com/explore/tags/preownedluxurybags/">https://www.instagram.com/explore/tags/preownedluxurybags/</a>	Luxury brand seller and consumer	The sharing and promotion of pre-owned luxury branded accessories	<b>Include</b>
	#preownedluxurycar	<a href="https://www.instagram.com/explore/tags/preownedluxurycars/">https://www.instagram.com/explore/tags/preownedluxurycars/</a>	Luxury brand seller and consumer	The sharing and promotion of pre-owned luxury car	<b>Include</b>
	#secondhandluxury	<a href="https://www.instagram.com/explore/tags/secondhandluxury/">https://www.instagram.com/explore/tags/secondhandluxury/</a>	Luxury brand seller	The sharing of pre-owned luxury branded accessories	Exclude
	#secondhandluxurybags	<a href="https://www.instagram.com/explore/tags/secondhandluxurybags/">https://www.instagram.com/explore/tags/secondhandluxurybags/</a>	Luxury brand seller and consumer	The sharing and promotion of pre-owned luxury branded accessories	<b>Include</b>
	#secondhandluxuryfashion	<a href="https://www.instagram.com/explore/tags/secondhandluxuryfashion/">https://www.instagram.com/explore/tags/secondhandluxuryfashion/</a>	Luxury brand seller and consumer	Second-hand luxury fashion	<b>Include</b>
	#secondhandluxuryshop	<a href="https://www.instagram.com/explore/tags/secondhandluxuryshop/">https://www.instagram.com/explore/tags/secondhandluxuryshop/</a>	Luxury brand seller	The promotion of pre-owned luxury branded accessories	exclude
	#prelovedluxury	<a href="https://www.instagram.com/explore/tags/prelovedluxury/">https://www.instagram.com/explore/tags/prelovedluxury/</a>	Luxury brand consumer	The sharing of pre-owned luxury branded accessories	<b>Include</b>
	#prelovedluxurybrand	<a href="https://www.instagram.com/explore/tags/prelovedluxurybrand/">https://www.instagram.com/explore/tags/prelovedluxurybrand/</a>	Luxury brand seller and consumer	Promote the concept of second-hand luxury consumption	Exclude
	#prelovedluxurybags	<a href="https://www.instagram.com/explore/tags/prelovedluxurybags/">https://www.instagram.com/explore/tags/prelovedluxurybags/</a>	Luxury brand seller and consumer	The sharing and promotion of pre-owned luxury branded accessories	<b>Include</b>
<b>Twitter</b>	TheRealReal	<a href="https://twitter.com/therealreal">https://twitter.com/therealreal</a>	Luxury brand dealer and consumer	The interaction between online dealers of second-hand luxury brands and their followers	<b>Include</b>
	Vestiaire Collective	<a href="https://twitter.com/vestiaireco">https://twitter.com/vestiaireco</a>	Luxury brand dealer and consumer	The interaction between online dealers of second-hand luxury brands and their followers	<b>Include</b>
	Fashionphile	<a href="https://twitter.com/fashionphile">https://twitter.com/fashionphile</a>	Luxury brand dealer and consumer	The interaction between online dealers of second-hand luxury brands and their followers	<b>Include</b>
	<a href="#">StockX</a>	<a href="https://twitter.com/stockx">https://twitter.com/stockx</a>	Luxury brand dealer and consumer	The interaction between online dealers of second-hand luxury brands and their followers	<b>Include</b>
	Luxury garage sale	<a href="https://twitter.com/luxurygarage">https://twitter.com/luxurygarage</a>	Luxury brand dealer and consumer	The interaction between online dealers of second-hand luxury brands and their followers	<b>Include</b>

## Appendix E. Evaluation of different sites

NO.	Site names	Relevance	Activity	Interactivity	Diversity	Richness	Accessibility (public or private)	Exclusion/ Inclusion
1	Watchuseek	*Most of ongoing discussions on this website are around new products of general watch brands. Discussions on pre-owned luxury brands do not inform netnographic objectives.	***The posts and comments are updated daily. More than 20 new comments from the participants every day.	***Interactivity is relatively high on this site. Some threads attracted long and uninterrupted responses from members.	**The diversity of information is low. Although the platform has 459.7 thousand registered members, there are few threads related to this study.	**The site includes detailed stories shared by participants, however, are irrelevant.	Yes	Exclude
2	<b>Purseblog forum</b>	****Threads on the Purseblog forum focusing on discussing pre-owned luxury brands have high relevance to research objectives. Through browsing threads within a sub-section named “general discussion” on the forum, comments and discussions under several threads are abundant and informative. For instance, one thread named “Secondhand bargains, let's see your cheap treasures!”, contains over 13255 comments. Comments are all about consumers’ sharing of their experience with pre-owned luxury brands.	****New comments or threads are initiated by forum members every day, and far exceed the recommended standards.	****Interactivity is high on this site. Firstly, the “PurseForum Community” have a total of 833964 threads, 34246809 posts, and 651866 members as of 10 November 2021. Several relevant threads have more than 10 thousand replies. The researcher’s replies to the relevant threads also received responses from other members.	****The diversity is high. The platform has 651.866 thousand registered participants. Comments from different user pseudonyms can be identified under several initially recognised related threads.	***The site includes rich stories shared by forum members and are also relevant to pre-owned luxury consumption.	Yes	<b>Include</b>
3	Antique automobile Club of America	**By observing the forum, the researcher categorised discussions as the following main topics: “Technique issue resolve”, “Vintage car restoration”, “Vintage car picture sharing”, “Vintage car historical background discussion”, “Vintage car identification” and “development trend of vintage car”. The researcher also used the search function to explore the potentially relevant threads by using keywords such as “why buy vintage”, “Secondhand car”. The searching results have little relevance to proposed research objectives.	***Posts and comments are updated daily, and more than 10.	***Interactivity is high on this site. Car lovers will share photos of their cars and their opinions with each other under different threads.	**The diversity is not high. Although it contains 332 thousand topics and more than 2.1 million posts, identified user pseudonyms that reply the relevant threads are few.	****The posts and comments often describe forum members’ experiences or stories in detail, which is rich in content. However, most of posts are relevant to technical issues.	Yes	Exclude
4	<a href="#">Signatures Bags, Shoes and watch only..!(pre-loved/pre-owned/ukay )</a>	**The site is relevant to research topic, but most posts are about selling of pre-owned luxury brands. Member’s comments below posts seldom mention their experiences or stories with pre-owned luxury brands.	***The posts and comments are updated daily, but sometimes less than 10.	**Interactivity is low on this site. Most posts have no more than 5 comments, and often use emoticons to express.	**The diversity is not high. Although different pseudonyms can be identified that post in the group, most of them are sellers	*The richness is low. Members didn’t talk about their buying experiences.	No	Exclude

NO.	Site names	Relevance	Activity	Interactivity	Diversity	Richness	Accessibility (public or private)	Exclusion/ Inclusion
5	<a href="#">Second hand Ladies Branded Clothing</a>	*The site is irrelevant to this research. Majority of posts are about the selling of pre-owned luxury brands.	*The posts on the website are limited and are not updated every week.	**Interactivity is low. Most of posts have no more than 5 comments, and often use emoticons to express.	*The diversity is low. Only several pseudonyms can be identified that post in the group frequently.	*The richness is low. Members didn't talk about their buying experiences.	Yes	Exclude
6	#preownedluxury	**The hashtag is relevant to this research. However, identified comments below posts have little relevance to Netnography objectives.	***The posts and comments on the forum are updated every day and are more than 10.	**Interactivity is low. Except the nine hot topics have more than ten comments each, the other posts often have no comment.	***The diversity is high. Different pseudonyms can be identified that post on the page.	**The richness is low. Participants seldom posted their experience with pre-owned luxury brands	Yes	Exclude
7	#preownedluxurybags	**The hashtag is relevant to the sharing of pre-owned luxury brands. Consumers mainly use "likes" instead of comments to express their views. So, this hashtag provides little understanding of the netnography objectives.	*There has over 4 thousand posts on the website. Recently, posts did not be updated daily.	**Interactivity is low. Except the nine hot topics have more than ten comments each, the other posts often have no comment.	***The diversity is high. Different pseudonyms can be identified that post on the page.	*Most posts are created by pre-owned luxury brand sellers rather than owners.	Yes	Exclude
8	#preownedluxurycar	*This hashtag is irrelevant to this research topic. Majority of the posts are about the selling of pre-owned luxury brands.	**There has over 6 thousand posts on the website. The posts are updated every week.	*Interactivity is low. Some posts have limited reviews and don't have any comments below.	***The diversity is high. Different pseudonyms can be identified that post on the page.	*The richness is low. Participants seldom discuss their buying experiences.	Yes	Exclude
9	#secondhandluxurybags	*The hashtag contents are unrelated to research objectives. Most of posts were not written in English.	*The posts on the website are limited and are not updated daily.	*Interactivity is low. Some posts have limited reviews and don't have any comment.	**The diversity is not high. Although different pseudonyms can be identified, most of them are sellers.	*The richness is low. Participants seldom discuss their buying experiences.	Yes	Exclude
10	#secondhandluxuryfashion	*The comments within the hashtag usually compliment each picture, not a discussion. Thus, it cannot inform the research objectives.	***The posts within the hashtag are updated daily.	**Interactivity is low. Except the nine hot topics have more than five comments, the other posts often only have likes.	**The diversity is not high. Posts are mainly from some fixed pseudonyms.	*The richness is low. Participants' shared stories can be rarely identified.	Yes	Exclude
11	#prelovedluxury	**The hashtag is relevant to this research topic. However, identified comments have little relevance to research objectives.	***The posts within the hashtag are updated daily.	**Interactivity is low. Except the nine hot topics have more than ten comments each, the other often have no comment.	***The diversity is high. Different pseudonyms can be identified that post on the page.	*The richness is low. Participants' shared stories can be rarely identified.	Yes	Exclude
12	#prelovedluxurybags	**The hashtag is relevant to this research topic. However, identified comments have little relevance to research objective.	***The posts within the hashtag are updated daily.	**Interactivity is low. Most posts do not have any comments below.	***The diversity is high. Different pseudonyms can be identified that post on the page.	*The richness is low. Participants rarely share their stories.	Yes	Exclude
13	TheRealReal (Twitter)	*The discourses between retailers and consumers mainly focus on after-sales service	***Tweets are updated daily. There will be 5-	***Interactivity is high. Consumers interact frequently	***The diversity is high. Different pseudonyms can be	*The richness is low. Followers rarely share	Yes	Exclude



NO.	Site names	Relevance	Activity	Interactivity	Diversity	Richness	Accessibility (public or private)	Exclusion/ Inclusion
		and feedback. These communications are irrelevant to research objectives.	10 new comments daily.	with the employees of TheRealReal online. There also has interactions between followers.	identified that post on the page.	their stories on the page.		
14	Vestiaire Collective (Twitter)	*The discourses under the Vestiaire Collective's Twitter blog are mainly about after-sales service and feedback. These communications are irrelevant to research objectives.	***Tweets under the Twitter account are updated daily.	***Interactivity is high on this site. Consumers interact frequently with the employees of Vestiaire Collective online.	***The diversity is high. Different pseudonyms can be identified that post on the page.	*The richness is low. Although followers share their stories and @Vestiaire Collective, almost all stories were described in one or two sentences.	Yes	Exclude
15	Fashionphile (Twitter)	*The site is irrelevant. Most posts are about the selling and promotion of pre-owned luxury brands.	**Tweets on Fashionphile's Twitter account are updated daily.	*Interactivity is low. Some tweets have limited reviews and don't have any comment.	*The diversity is low. Only several pseudonyms can be identified that @ Fashionphile.	*The richness is low. Followers rarely share their stories.	Yes	Exclude
16	StockX (Twitter)	*The discourses between retailers and consumers mainly focus on after-sales service and feedback. These communications are irrelevant to research objectives.	***Tweets under the Twitter account are updated daily.	*Interactivity is low. Some tweets have limited reviews and don't have any comments.	*The diversity is low. Only several pseudonyms can be identified that @ StockX	*The richness is low. Followers rarely share their stories.	Yes	Exclude
17	Luxury garage sale (Twitter)	*The site provides little useful information to inform research objectives.	*The tweet hasn't been updated for a long time.	*Interactivity is low. Some tweets have limited reviews and don't have any comments.	*The diversity is low. Most posts are only created by "Luxury garage sale".	*The richness is low. No participant's story could be identified.	Yes	Exclude

\*Relevance indicator: "\*" means the lowest relevance, "\*\*\*\*\*" means the highest relevance.

## Appendix F. An example of Immersion journals (Screenshots)

2021/12/09

These responds under the thread “Do you buy preloved?” is very detailed. This answers the second objective of this research.

May 16, 2017

**amstevens714**  
Livingthecasuallife

All of my Chaneles have been preloved but thats because all the styles I love are discontinued, and I'm easing into the brand and don't want to stress too much about using them because I have a toddler. I only buy from Fashionphile and Yoogiscloset, or a seller I have dealt with a lot on eBay. Even preloved Chaneles can be very expensive. I know it's been "approved" by them first. Then I have it authenticated twice (first here, and then second through a paid authentication service). You need to be really careful, but you can definitely save and have access to styles that are no longer available. I wonder if the quality might not be better as we have seen with many other luxury brands, but seeing as I don't have anything new, I can't personally speak to that. Maybe others can. Good luck deciding!

Please follow my Instagram account: livingthecasuallife

You, LuxNewbie, CPA and 6 others

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May 16, 2017

**Sparkletastic**  
Member

I purchased all of my Chanel items preowned (although one was new & never used).

I buy preloved because:

- I adore pretty bags but I have other financial priorities: investing, saving, my home, traveling, and jewelry in that order - then bags. Buying discounted preloved premier bags allows me to be indulgent without ever getting in the way of my more important goals or priorities.
- I'm thrifty by nature so I feel brilliant and victorious when I score a bag for a significant discount. (Hey, it's silly but it makes me happy. LOL!)
- I prefer single flap Jumbos which are discontinued.
- I like the quality of the materials (the older, more sturdy lamb, the real 24k gold plated hardware) These are no longer available new.
- I hate going into a boutique because I hate to shop.
- I don't ever need to be the first person to have something. If I like it then I buy it whenever I feel like buying it - the day it comes out or a decade later.
- If I get tired of a bag, I'll sell it. If I'm selling preloved, I'm selling off a lower cost basis than if I'd have purchased it new. I've let someone else take the majority (or all) of the depreciation hit. So I make up more of my money.

That all being said, I'm not completely opposed to buying new. I just don't see a compelling reason to do so 90% of the time.

As others have said, when your bag, please get it authenticated no matter from whom you buy. I rarely do authentications before I buy because the bag I want can get snapped up. I know that if it's fake I have protections with the retailers and my credit card. But, I also know what I'm looking for and that is a first line of defense. Knock on wood I haven't purchased a fake Chanel.

Once I get my bag, I send it in to Leather Surgeons who does an authentication with the bag in his hands and then completely cleans the bag. If any refurbishment is needed (I try to buy like new but sometimes there is something that needs to be done) he does it. I can then feel good that I have a clean pristine and most importantly authentic bag. (With non Chanel bags, I do two online authentications)

Good luck!

Raie55, rubyredshooz, Strep2031 and 20 others

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May 16, 2017

**laineecat**  
Member

If you are buying preloved, go for purses in very good condition. Ask questions if the photos are not clear. It is really disappointing to receive a purse that feels really used.

Also make sure you pay really close attention to ALL of the measurements. Sometimes I even use pieces of paper and reconstruct the measurements to make sure it is exactly what I have in my mind.

I have purchased new and preowned. I find myself using the preloved more because I didn't pay so much for it and I'm not as afraid wear them. Good luck.

I have purchased on Malleries, the Real Real and Fmasavoric. I highly recommend fmasavoric.com as he puts so many photos and the items

2021/12/17

The decision about whether to purchase second-hand luxury brand is also influenced by product category.

Jan 27, 2017

**Yoshi1296**  
Member

No problem with buying pre loved at all. Buy whatever you want. As long as you're not robbing a person on the street to pay for that Speedy, you're good.

I personally don't buy preloved online because I'm always very paranoid about purchasing non-authentic items. However, I have bought preloved in vintage shops though, I personally want to see and inspect the item, plus if it is a good deal and I feel it is authentic then why not?

I never buy my wallets preloved because I think wallets are so personal and I want mine to age with me lol

Report

Like Quote Reply

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Jan 27, 2017

**crazycatady76**  
Member

I love preloved! Majority of my LV pieces are preloved. I had wanted to try a Neverfull for ages but couldn't financially take the plunge for new. I also didn't want to invest that much money into a style I wasn't 100% sure of. Last week a Neverfull popped up within budget at a local high-end consignment shop. I brought her home and have not regretted it one bit. Finding one preloved helped me venture away from my usual purchases (Speedy) and try something new. I hadn't done that. I would have missed out on this amazing style. My Neverfull is in gorgeous condition and was 1/3 of the price of new. When I buy preloved I am picky on condition and will only buy from reputable sellers for bags. I also am terrified of new vachetta so I love that I get the gorgeous honey colour without the worry. Personally I don't care if people buy preloved or new. It's none of my business and as long as they're happy with their purchase that is all that matters. I love a great bargain, so I always love seeing other people find fantastic deals.

Maltoo, TXLVlove, blksauna and 4 others

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Jan 29, 2017

**Camietedie**  
Member

I see no problems buying pre-loved items. There are some items I want new though, I dunno it gives me a happy feeling. However, before I buy anything I usually check pre-loved sites, eBay and the brands own website to compare prices. I have found that some pre-loved sites prices are much higher than retail price.

Report

Like Quote Reply

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Jan 29, 2017

**Minty Tea**  
Member

I love it when people buy pre-owned luxury items. How else will I sell the bags I'm no longer in love with? Buy new and pre-owned as sometimes it can take me a few years to fall in love with a bag or colour and of course that particular bag is inevitably discontinued.

SweetDaisy05 and Somn999

Report

Like Quote Reply

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Jan 29, 2017

**Minty Tea**  
Member

Report

Like Quote Reply

2021/12/18

Interesting reason of acquiring pre-owned luxury brands!

Jan 29, 2017

**Minty Tea**  
Member

I love it when people buy pre-owned luxury items. How else will I sell the bags I'm no longer in love with? Buy new and pre-owned as sometimes it can take me a few years to fall in love with a bag or colour and of course that particular bag is inevitably discontinued.

SweetDaisy05 and Somn999

Report

Like Quote Reply

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Jan 29, 2017

**Minty Tea**  
Member

Report

Like Quote Reply