

Customer Value for Second-Hand Luxury Products: Conceptualization and measurement.

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Abstract

Previous studies on consumers' shopping motivations overlooked important aspects of luxury consumption mainly social, personal and hedonic values that are also applicable to secondhand luxury. Given this gap, we develop an inclusive conceptualization and operationalization of second-hand luxury value by using a hybrid approach relying on both literature review and 13 in-depth interviews. The initial pool of 179 items was first assessed for face-validity, resulting in 92 items that were analyzed on a sample of 318 British secondhand luxury buyers through Prolific. This study provides a new conceptualization of secondhand luxury value products as a nineteen-dimension construct: social status signaling, self-esteem, self-expression, enjoyment, escapism, economizing, bargain loving, rarity, investment value, craftsmanship, authenticity, aesthetic value, quality, oldness/antique, nostalgia, collectability, timelessness, ethical and spiritual value.

Keywords: *second-hand product; luxury; customer value*

Track: Product and Brand Management