

What Drives and Conditions Second-Hand Luxury Fashion Shopping

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Abstract

Second-hand luxury consumption refers to the buying of used clothing produced by luxury brands. Given the large amount of waste the clothing industry produces, second-hand fashion shopping can be a solution to waste management. This study investigates (a) the effect of e-seller rating on buyer's trust in the product and (b) the moderating role of price fairness on the relationship between buyer's trust and second-hand luxury fashion shopping in online multi-seller platform. We do so by using survey data of 312 participants. We find that e-seller-rating influences buyers' trust in the product and that price fairness moderates the impact of buyers' trust in the product on second-hand luxury fashion shopping. The study provides support for the role of trust in online second-hand luxury fashion shopping and extends the S-O-R framework and the prospect theory into second-hand luxury research. Practical implications of the findings include discussions on the necessities of a rating system in C2C platforms and provide suggestions on how to increase the trust-price synergy.

Subject Areas: *Consumer Behaviour, Electronic Commerce and Internet Marketing*

Track: Social Responsibility & Ethics