

Consumer Motives to Buy Pre-owned Products: The Role of Sustainability and Other Relevant Factors

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Abstract

Retailers are facing an increasing demand for pre-owned products. Various product categories, such as electrical goods, books, and apparel, are affected by this demand. Depending on the product category and condition, the goods can be resold, refurbished or recycled, returning them to the value-added cycle. Hence, selling pre-owned products is a crucial aspect of the circular economy, gaining importance in practice and science. The results of our empirical study among German consumers show that consumers' purchasing motivations vary across different product categories. While quality is the most important factor in the purchase decision for pre-owned electronics, price plays a decisive role in pre-owned books and sustainability is crucial for pre-owned apparel. All groups have in common that hedonic motivation is an important driver of second-hand purchases. Retailers are advised to address different buying motives when selling pre-owned goods in various product categories.

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

Track: Retailing & Omni-Channel Management