

SECOND-HAND LUXURY: COMPARING CONSUMER ATTITUDES TOWARD CIRCULAR AND REGULAR LUXURY PRODUCTS

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Abstract

The circular economy is now a fully-fledged strategy in an eco-responsible approach. In the luxury market, more and more second-hand luxury products are being sold through third-party platforms or directly by luxury brands. While previous studies have highlighted the main motivations for buying second-hand luxury goods, little is known about the impact of these second-hand offers on consumer attitudes towards brands. Based on two studies of 205 individuals, this research shows firstly that second-hand circular luxury goods generate a higher purchase intention than regular new luxury goods. Secondly, our results show that the sale of circular luxury products generates more brand recommendations and a stronger relationship with the brand than when brands only offer new regular luxury products. More importantly, this study reveals that the purchase of circular luxury products allows people to feel more socially responsible, which positively influences consumers' attitude towards the luxury brand offering second-hand products compared to a luxury brand offering only regular new luxury products. Finally, it appears that this mediation of social responsibility tends to encourage consumerist behaviors which may call into question the virtue of circularity. We conclude the research by highlighting the literature and managerial contributions.

Subject Areas: *Branding, Consumer Behaviour*

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