

# Live Out of a (Used) Suitcase: Residential Mobility and Second-Hand Product Consumption

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Cite as:

Aksu G. Ceren (Gerry), Cakanlar Aylin, Nenkov Gergana (2025), Live Out of a (Used) Suitcase: Residential Mobility and Second-Hand Product Consumption. *Proceedings of the European Marketing Academy*, 54th, (124218)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



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### **Consumption**

There is growing public interest in second-hand consumption, which enhances resource efficiency and minimizes waste, and an increasing number of brands are taking ownership of their second-hand markets. Given these trends, understanding the factors that drive consumers to choose second-hand options is important. This research examines the role of residential mobility—the degree to which individuals change residence—on second-hand product consumption. Seven studies demonstrate that residential mobility enhances consumers' preference for second-hand (vs. new) products and fosters more positive evaluations toward brands that sell second-hand products. This effect occurs because second-hand products, which offer connections to places, people, and the past, provide a sense of groundedness that residentially mobile people lack. This research contributes to the literature on residential mobility and sustainable behavior and underscores strategies for brands promoting second-hand offerings.

*Keywords:* second-hand products, residential mobility, sustainable consumption

*Track:* Consumer behavior