

# The Acceptance of Second-hand Products as a Gift

**Martina Schöniger**

Otto-von-Guericke-University Magdeburg

**Susanne Adler**

Ludwig-Maximilians-University Munich

**Juliane Weidenhagen**

University of Technology Chemnitz

**Martin Ulber**

University of Technology Chemnitz

**Marlen Arnold**

University of Technology Chemnitz

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# The Acceptance of Second-hand Products as a Gift

## **Abstract:**

Despite the trend toward sustainable consumption and the increasing popularity of second-hand purchasing, consumers are often hesitant to give second-hand products as gifts. In four studies, we examine the antecedents and circumstances that affect consumers' willingness to gift second-hand products. Specifically, we outline a social norm that promotes gifting new products and we identify that the reluctance to gift second-hand products is driven by the giver's fear of offending the receiver with a second-hand gift. Receivers are however more open to second-hand gifts than givers would assume. While highlighting the second-hand gifts' environmental and financial benefit does not increase consumers' willingness to gift second-hand products, givers are more likely to gift second-hand items when the receiver could remain unaware that the gift is second-hand, if the receiver is known to buy second-hand products for himself/herself, or if the gift is not occasion-based.

*Keywords: Gift-giving, second-hand products*

*Track: Consumer Behavior*