

Second-Hand Consumption: What Do Second-Hand Shoppers Seek?

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Cite as:

Liu Qianqian, Huang Feifei (2026), Second-Hand Consumption: What Do Second-Hand Shoppers Seek?.
Proceedings of the European Marketing Academy, 55th, (132443)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



Second-Hand Consumption: What Do Second-Hand Shoppers Seek?

Abstract

Given the substantial benefits of second-hand consumption, it is crucial for marketers to understand the factors that influence consumers' willingness to purchase such products. In the current research, we investigate whether the fundamental type of second-hand products influences consumers' willingness to purchase them. Four studies indicate that consumers are more likely to accept a second-hand option for utilitarian (vs. hedonic) products. And this effect occurs because, compared to second-hand utilitarian products, consumers expect lower psychological ownership of second-hand hedonic products, which reduces their likelihood of purchasing them. We further show that this effect occurs only among consumers who are sensitive to the spiritual contagion left by previous owners. Additionally, we demonstrate that when the second-hand product is resold indirectly through third-party marketplaces, the effect is attenuated. The proposed research has the potential to provide new insights into consumers' preferences for second-hand products and to offer practical guidelines to boost sales in second-hand markets, thereby contributing to society's long-term sustainability.

Track: Consumer Behaviour