EVOLVING CONSUMER BEHAVIOUR:
EXPLORING SECOND-HAND LUXURY FASHION PURCHASING ONLINE

Lappeenranta–Lahti University of Technology LUT

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Examiners: Jenni Sipilä, Academy of Finland Postdoctoral Researcher, Docent

Olli Kuivalainen, Professor

ABSTRACT

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Evolving Consumer Behaviour: Exploring Second-hand Luxury Fashion Purchasing Online

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This thesis explores the second-hand luxury product purchasing from online stores. The purpose of this study is to explore consumers' online purchasing intention of second-hand luxury products through barriers and enablers of purchasing. Additionally, the thesis investigates how these barriers and enablers of purchasing differ in various product categories. The thesis also examines the influence of consumers' backgrounds and demographic characteristics on their purchasing intentions of second-hand luxury products online.

The exploratory qualitative research conducted ten semi-structure interviews with Finnish consumers experienced in new luxury or second-hand luxury purchasing. The interview data was analysed by using thematic analysis method.

The findings reveal that participants encounter multiple barriers and enablers at various stages of the purchasing process, often simultaneously and in a consecutive manner. Barriers and enablers have different significance when participants purchase products from different categories. Economic motivations emerged as the most prominent factor influencing purchasing decisions, alongside other crucial themes such as social circles, personal growth, and the impact of the city of residence. The thesis introduces novel insights into the online purchasing of second-hand luxury products, offering concepts to be utilised in future research and practical enhancements to improve the online shopping experience.

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Kehittyvä kuluttajakäyttäytyminen: Käytettyjen luksusmuotituotteiden verkko-ostamisen tutkiminen

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Tämä pro gradu -tutkielma käsittelee käytettyjen luksustuotteiden ostamista verkkokaupoista. Tutkimuksen tarkoituksena on selvittää kuluttajien aikeita ostaa käytettyjä luksustuotteita verkossa tutkimalla ostamisen esteitä ja mahdollistajia. Lisäksi tutkielmassa tarkastellaan, miten nämä ostamisen esteet ja mahdollistajat eroavat eri tuotekategorioissa. Tutkielma käsittelee myös kuluttajien taustojen ja demografisten ominaisuuksien vaikutusta käytettyjen luksustuotteiden ostoaikeisiin verkossa.

Laadullisessa tutkimuksessa tehtiin kymmenen puolistrukturoitua haastattelua suomalaisten kuluttajien kanssa, joilla oli kokemusta joko uusien tai käytettyjen luksustuotteiden ostamisesta. Haastatteluaineisto analysoitiin temaattisella analyysillä.

Tulosten mukaan osallistujat kohtaavat useita ostamisen esteitä ja mahdollistajia ostoprosessin eri vaiheissa, usein samanaikaisesti ja peräkkäin. Esteillä ja mahdollistajilla on erilaisia merkityksiä, kun osallistujat ostavat tuotteita eri tuotekategorioista. Taloudelliset motivaatiot nousivat merkittävimmäksi ostopäätökseen vaikuttavaksi tekijäksi muiden teemojen, kuten sosiaalisten piirien, henkilökohtaisen kasvun ja asuinkaupungin vaikutuksen rinnalle. Tutkielma esittelee uusia näkemyksiä käytettyjen luksustuotteiden verkko-ostamisesta, tarjoaa konsepteja hyödynnettäväksi tulevissa tutkimuksissa sekä suosituksia verkkokaupan käyttökokemuksen parantamiseksi.

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I thank my parents, Sari and Juha, and my brother, Juuso, for always being there for me and helping me throughout these years. Finally, thank you to Samuel for your unwavering love and support, and to Monte, for being the best furry research assistant and ensuring I got enough fresh air during this project.

Espoo, 24th May 2024

Roosa Antinoja

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1. Introduction

Second-hand shopping is now more relevant than ever, as Generation Z alone will grow the second-hand market three times the rate of the whole apparel market by 2027 (Benissan, 2023). While the second-hand market keeps growing and engaging new audiences online, the entire global online retail market is already evaluated to reach roughly €5.8 trillion, equalling 19.5% of total retail sales in 2023 (Coppola, 2023). This creates a growing need for continuous development of legislation, regulation, and governmental support as the technology used in online stores continues to develop. Rapid technological advancements in artificial intelligence, evolving shopping trends, sustainability concerns, and new business models require a forward-looking mentality and collaboration from different entities to ensure safe global online shopping environments. Additionally, the increasing competition in the online shopping sphere leaves companies fighting for customers' trust and loyalty.

Luxury brands' past hesitation towards the Internet due to a need to stay exclusive and unreachable to the masses has now shifted to the popularisation of online retailing (Kluge et al., 2013; Okonkwo, 2009; Seo & Buchanan-Oliver, 2015). Although second-hand luxury goods are often more affordable than new, consumers are still price-sensitive (Kessous & Valette-Florence, 2019). This research aims to understand better how consumers approach and purchase second-hand luxury items online, as understanding the phenomenon benefits academics with their future study and companies with second-hand luxury marketplaces online.

The chapter introduces the research topic of second-hand luxury purchasing online from several angles. The background of the study contextualises the phenomenon, explores the current state of the topic practically, and introduces the aim of the study and the research problem. A preliminary literature review and theoretical framework are followed by definitions of the critical concepts related to the study. Finally, delimitations of the study and research methodology are discussed, and the structure of the study is reviewed.

1.1. Background of the study

People are more interested in the luxury sector than ever, as the global luxury market was projected to reach a record high €1.5 trillion market value by the end of 2023 (D'Arpizio & Levato, 2023). A decade ago, it was not typical for a luxury brand to have a global online store or even have their prices on display in the physical stores. Social media's rise has undoubtedly made luxury brands accessible to all consumers (M. Park et al., 2020) and integrated luxury into our everyday lives virtually. The shift in spending habits is evident: the Millennials currently show the highest spending appetite towards luxury as they hold financial and career stability and think of luxury as an identity statement (BCG & Altagamma, 2023).

European Union is battling the issues in fashion sector with a Strategy for Sustainable and Circular Textiles (Directorate-General for Environment, 2023), the United Nations has an alliance for sustainable fashion coordinating initiatives for sustainability (Meier, 2021), and the Fashion Pact, a non-profit organisation, changes the industry from inside (The Fashion Pact, 2024). Accordingly, the consumer attitudes towards sustainability in fashion are still forming a value-action gap, where consumer's values are not aligned with their actions (Lee et al., 2020; Niinimäki, 2010). While the resistance to fast fashion is only partly to thank for the popularity of second-hand shopping, the trend of second-hand shopping also reduces the social stigma around it (Shrivastava et al., 2021). Social and cultural changes driven by Generation Z, the digital natives, amplify the signs of change in luxury consumption (D'Arpizio & Levato, 2023). Social media and the rising popularity of sustainable consumption have made second-hand shopping cool for younger generations, as 45% of luxury-consuming consumers are interested in second-hand shopping (BCG & Altagamma, 2023). Shifting consumer preferences in the generational divide in luxury consumption, sustainability, and new ownership models are currently shaping consuming habits (BCG & Altagamma, 2023).

Critical motivations like environmental and social impact, as well as fashion motivations, drive young consumers towards second-hand purchasing (Aycock et al., 2023). According

to Harris et al. (2016), consumers' fashion goals drive their behaviour more towards price sensitive shopping instead of environmentally conscious shopping. The importance of second-hand shopping can be justified, as second-hand luxury market revenue is estimated at €0.97 billion across online stores worldwide in 2023, with an annual growth rate estimate of 8% from 2023 onwards (Statista, 2022). Dedicated second-hand luxury online stores make luxury items available for anyone, anywhere, often at a fraction of the price of a new item.

Digital sales channels for second-hand luxury items not only make the items available for consumers worldwide but can also pose new threats. Item authenticity is just one of the issues consumers face while shopping for second-hand luxury items online, as inauthenticity can lead to financial and reputational risks (Turunen & Leipämaa-Leskinen, 2015). As consumers cannot physically feel and see the products when shopping online, concerns can arise upon purchasing. Additionally, the items' value is dependent on quality and condition, as some consumers shop for investment reasons (Turunen & Leipämaa-Leskinen, 2015). Consumer's research on specific items takes time, and being able to authenticate an item requires grand knowledge of the history of each brand. As this procedure is still mainly in the hands of humans, errors may happen on both sides: the buyer and the seller.

The existing literature on consumers in second-hand luxury purchasing often focuses on shopping styles when purchasing second-hand luxury products (Sproles & Kendall, 1986; Turunen & Pöyry, 2019), brand attachment (Kessous & Valette-Florence, 2019), and motivations to purchase luxury items (Aycock et al., 2023; Wilcox et al., 2009). Luxury literature was long reliant on new luxury consumption (Turunen & Leipämaa-Leskinen, 2015),but as second-hand market of second-hand luxury items continues to grow (Coppola, 2023), the space for new discussions in the second-hand luxury circle presents opportunities to enrich the literature. For luxury brands, the interest in second-hand luxury shopping online creates an urge to manage the flow of authentic products in the second-hand market (Turunen & Leipämaa-Leskinen, 2015). The changing business landscape creates new competitors with new skills, increases counterfeit items and organised crime, and forces brands to create new ways to authenticate and identify items. This research explores the consumers'

experiences while shopping for second-hand luxury items online, regardless of the store type.

1.2. The aim of the study and research problem

Luxury studies have developed in the past two decades (Bharti et al., 2021). As a result, second-hand luxury shopping online is still growing interest, creating an opportunity for this study to focus on exploring the topic from the consumer's point of view. The purpose of this study is to explore how consumers' purchasing intention of second-hand luxury products is affected by different barriers and enablers they encounter when shopping online. The thesis aims to identify possible enablers and barriers to purchasing second-hand luxury items online and explore the differences in the barriers and enablers of online purchasing for second-hand luxury products in different product categories. Additionally, the study investigates how consumers' background and demographic characteristics contribute to attitudes and behaviours towards second-hand luxury purchases in an online environment. These research objectives help to understand how online environment affects consumer's purchasing intention of second-hand luxury items.

The verification of second-hand and luxury market growth augments the importance of the topic (BCG & Altagamma, 2023; Coppola, 2023; D'Arpizio & Levato, 2023). Additionally, discussion around fashion sustainability (Harris et al., 2016; Niinimäki, 2010), circular fashion (Aycock et al., 2023), and new business models like renting (Shrivastava et al., 2021) creates pressure for companies to tackle challenges in all stages of the product lifecycle. Brands need to figure out what are the opportunity costs if they are not entering the resale market and let other companies be in charge of the trade of their products (Berg et al., 2021). The conversation around the evolution of online shopping in the future makes the topic important for the online stores, justifying the research's importance also from a managerial point of view.

For sustainable development of online stores, it is essential to understand what kind of barriers and enablers consumers are experiencing while they are shopping second-hand luxury items online. Previous studies have focused more on a consumer's relationship to second-hand luxury in general (Cervellon et al., 2012; Kessous & Valette-Florence, 2019; Turunen & Leipämaa-Leskinen, 2015). In contrast, this study aims to study how shopping online effects on the relationship of a consumer to different barriers and enablers of purchasing. Given the existing gaps in the literature, which are outlined in detail in section 2.7 Gaps in the research, this study introduces three research questions to resolve the barriers, enablers, and demographic influences on online purchasing intention of second-hand luxury items in different product categories.

The research questions:

The main research question lays a foundation for the research by identifying and describing different barriers and enablers for purchasing second-hand luxury products online. Liu et al. (2013) discussed why luxury consumers shop online. This study seeks to expand the discussion to how consumers shop online by exploring the barriers and enablers when purchasing second-hand luxury products. The discussion raised by Wilcox et al. (2009) on consumers' interest in counterfeit luxury products highlights the industry-wide issue of inauthentic luxury goods and what kind of attitudes consumers have towards them. On contrast, Carranza et al. (2022) studied green luxury consumption and what enables or disables purchases. While these topics are different from each other, both of them have an interest on what enables a purchase. Furthermore, inauthenticity is an important topic in luxury literature (Wiedmann et al., 2012; Wilcox et al., 2009). Liu et al. (2013) implied that future research should focus on exploring the possibilities and issues online luxury purchasing has. The main research question frames the topic and explores the theme of second-hand luxury shopping online. The identified barriers and enablers offer a chance to understand why consumers end up purchasing or cancel their purchasing intention.

RQ1: What are the barriers and enablers for purchasing intention of second-hand luxury products online?

The first sub-question delves deeper into online purchasing by exploring how consumers experience the barriers and enablers on different product categories. The scarcity of examples of product categories in existing literature inspires to explore, if purchasing intention differs between different product categories. Previously, Turunen and Leipämaa-Leskinen (2015) included fashion apparel and accessories in their study, while Kastanakis and Balabanis (2014) focused only on luxury watches. Similarly, Turunen et al. (2020) expressed the participants had sold luxury items also beyond handbags' category. These examples allow this study to examine the matter in the context of purchasing barriers and enablers. The question focuses on understanding if consumer's interest, knowledge on category items, emotions, online store, or other features may affect the experience on barriers and enablers when purchasing second-hand luxury products online. By categorising the luxury products, the research gains depth and allows exploring if the consumers have different perceptions on different categories of products.

Sub-RQ1: What are the differences in the barriers and enablers of online purchasing intention for second-hand luxury products on different product categories?

The second sub-question examines consumer's background and demographic characteristics contribute on the behaviour when shopping second-hand luxury products online. Kastanakis and Balabanis (2014) highlighted that consumers' have differing motives and consumption patterns that also depend on micro-level individual characteristics. Similar to the second research question, the third research question explores what kind of differences in the demographic characteristics of consumers exist, and how the background of the consumer impact the purchasing intention. Purchasing and selling of second-hand luxury products has routinely been studied from all female respondents (Turunen et al., 2020), which offers an opportunity to explore the behaviour from sample with females and males. Therefore, this research explores participants' demographic characteristics and background characteristics like personality traits, lifestyle, and social circles.

Sub-RQ2: How does consumer's background impact purchase intention of second-hand luxury products online?

1.3. Preliminary Literature Review

The literature used in this study gathers topics from several fields of research. As the topic of second-hand luxury purchasing online is quite narrow and focuses on experienced barriers and enablers of purchasing, the study benefits from inspection of individual topics in luxury purchasing, second-hand purchasing, online purchasing, and combinations of these. As the topic continues to develop in the academic literature, the literature review utilises studies that match the topic as closely as possible. Existing literature on second-hand luxury consumption draws ideas from new luxury items' consumption, which has advantages and disadvantages. While repurposing existing studies on luxury may result in different results when studying second-hand luxury, the ethos when purchasing second-hand luxury items could also benefit from different approaches than those used in new luxury purchasing.

Unlike consumer behaviour literature that often presents luxury consumption as status driven, luxury consumption in reality is heterogenous by nature and not always motivated by status according to Kastanakis and Balabanis (2014). In luxury literature, common research themes include comparing purchasing of first-hand and second-hand luxury products (Kessous & Valette-Florence, 2019), the meaning of the first- or second-hand luxury products (Turunen & Leipämaa-Leskinen, 2015), and comparison between online and in-store purchasing (Liu et al., 2013). Different countries' cultural and economic characteristics are studied to better understand the purchasing intention of luxury products (Bharti et al., 2021). Demographic characteristics of the sample are important when analysing the results. Turunen and Pöyry (2019) approached the topic of shopping second-hand luxury products by looking at the sentiment of resale value of the items. Similarly, Turunen et al. (2020) studied the sellers of luxury items on the second-hand market. While the body of research that focuses specifically on second-hand luxury resale is still growing, the gap in the understanding of purchasing intention online allows this study to explore the topic from consumer point-of-view.

The barriers and enablers when shopping second-hand luxury products online are evolving as online purchasing continues to develop and new consumer segments keep entering the

market, making the topic relevant to academics. Based on Ajzen (1991), consumer's successful purchase depends on the intentions and perceived behavioural control. Additionally, existing literature rarely specifies or compares different luxury product categories (Turunen et al., 2020), specifically second-hand luxury. This study also focuses on consumers' purchase intention on different product categories. In addition to product categories, the study explores if demographic factors as suggested by Turunen et al. (2020), and consumer background. The joint inspection of these could help to understand how consumers' purchasing intention may take different forms when shopping online.

1.4. Theoretical framework

The research questions handle online purchasing of second-hand luxury fashion. The consumer faces different barriers and enablers when they are shopping online (Liu et al., 2013; Sihvonen & Turunen, 2016; Turunen & Pöyry, 2019). The consumer's shopping motivation effects the possible shopping cart abandonment (Close & Kukar-Kinney, 2010; Kukar-Kinney & Close, 2009). This study aims to discover barriers and enablers beyond shopping motivation, their meanings and connections, and their relationships to different product categories and consumer background.

This study focuses on purchasing intention after the consumer has decided to shop online, shop certain product categories, and to shop second-hand. The consumer might be interested in several products they are researching online and placing in their online shopping carts to organise wish lists and track prices (Kukar-Kinney & Close, 2009). The chosen online second-hand store succeeds in enabling the consumer's purchase, or the barriers become impossible to overcome, leading to shopping cart abandonment.

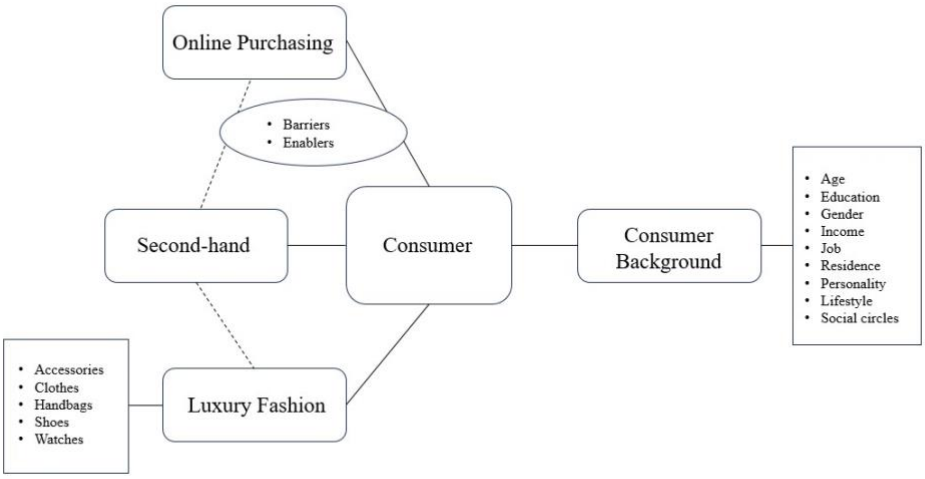

Figure 1. Relationship map of key concepts

Figure 1 presents the relationships between key concepts of the study. Barriers and enablers are key aspects of successful or unsuccessful online purchasing intention in the online second-hand store. The consumer's relationships between consumer background, second-hand luxury items and their categories, and online purchasing are explored in this study to find out what types of barriers and enablers consumers are facing. In this study, the focus is on purchasing intention in an online setting. Lastly, the study explores consumer's different demographic characteristics and background.

1.5. Definitions and Key Concepts

As many of the relevant concepts lack a common definition, or have several accepted definitions, this part aims to form and clarify all relevant definitions used in this study in a way that fits the purpose of the research. These definitions are either derived from the existing literature or created by mixing different definitions to cater the aim of the study. Either way, these definitions are explained to the research participants to ensure that the study interprets the participants' thoughts as accurately as possible.

1.5.1. Second-hand fashion

Second-hand fashion items are simply items that someone has previously owned. Items can even have several previous owners, second-hand as a term only indicates that the items are not sold as new, although in some cases the items may still have tags on and be unused. Second-hand items can be associated with affordable prices, sustainable and conscious consumption. Second-hand simply means previous ownership of the item.

Terms second-hand and vintage are often used interchangeably as the purchasing motivations may overlap, although their meanings differ in literature. The overlap between second-hand and vintage items is that not all second-hand items sold are vintage, but all vintage items can also be classified as second-hand items. In fashion and second-hand literature, the term vintage is used in different occasions. The term vintage has several different definitions, but vintage is generally bound to a past era. Fashion is commonly identified as vintage fashion produced between the 1920s and 1980s (Cervellon et al., 2012). Importantly, the motives for purchasing intention differ between those buying second-hand and those buying vintage (Cervellon et al., 2012). Although the concept of luxury was missing in the study, this finding could help to understand consumers' economic motives on the luxury second-hand market. The terms luxury and vintage help to frame the topic of second-hand luxury purchasing and create a common understanding of how the themes are handled moving forward.

Using the term “vintage” becomes problematic when it is used to describe items without specific time anchorage, or when it is used to replace the word second-hand (Cervellon et al., 2012). The difference of second-hand and vintage in this study becomes important as the attitudes of consumers alters towards items that are from 1920-1980 and therefore considered vintage, versus items that are simply second-hand. Cervellon et al. (2012) studied the consumer attitudes towards vintage and second-hand items, and the results indicated that consumers have differing reasons to purchase vintage and second-hand items. Therefore, their attitudes and actions may also vary when shopping vintage and second-hand luxury items online.

1.5.2. Luxury fashion

While the term second-hand is a simple concept of representing something that is previously owned by someone, the term luxury is harder to define for several reasons. Definition of a luxury fashion brand depends on the culture, demographics, and era. Ko et al. (2019) extracted from existing literature five main characteristics of what constitutes a luxury brand: high quality, authentic value through emotional or functional benefits, prestigious image within the market built on qualities such as artisanship, craftsmanship, or service quality, premium pricing, and inspiring a deep connection or resonance with the consumer. Although these factors constitute the idea of a luxury brand, consumers have often different expectations on how these factors materialise. Cervellon et al. (2012) study on vintage and second-hand fashion exemplifies the differences terminology may hold, although luxury items were not the focus.

Both consumers and researchers agree that not all luxury brands are the same in the level of their perceived luxuriousness. As luxury is subjective to the consumer's experience, also the classification of luxuriousness may vary. Consumers' confusion as well as researchers' attempt to clarify the issue in defining and separating premium brands from luxury brands and further, classifying luxury brands has led to grading between accessible luxury, intermediate luxury, and inaccessible luxury (De Barnier et al., 2012). In this study, a brand is considered a luxury brand if it constitutes the criteria recommended by Ko et al. (2019).

1.5.3. Online stores

The second-hand online stores that operate for profit have differing business models (Ferraro et al., 2016). As the study is explorative in nature, online stores with different business models are included in the study. The second-hand online stores are divided into three main categories in this research. The first category includes online stores where consumers sell their items straight to other consumers (consumer-to-consumer, C2C) through the online store. Here, the store establishes the marketplace and acts as a medium and facilitator for the seller and buyer to find each other. The online store also facilitates the transaction and

shipping. In the second category, the online platform does not facilitate the purchasing process, but only brings the seller and buyer together. These peer-to-peer (P2P) platforms are not handling money transactions or shipping. The third category includes online stores where the online store either buys or consigns the items from consumers to sell them (business to consumer, B2C). In this case, the store is often responsible for creating a product page, pricing, and storage of the items. Both of these business models can include variations in terms of quality and authenticity inspections and earnings models. However, the third category online stores can also have traditional brick-and-mortar stores, while the consumer-to-consumer and peer-to-peer stores operate mainly online.

Popular stores that accept luxury brands include companies like Vestiaire Collective, Fashionphile, The RealReal, Rebag, 1stdibs, A Retro Tale, Hodinkee, Chrono24, and Re-SEE. Companies that retail new luxury items, like Farfetch, have recently shown interest to enter the second-hand market (Farfetch, no date). Additionally, local stores like the Finnish operators Luxury Helsinki, Rosadora, Queen Station, and LovedBags operate usually both online and through own showrooms and pop-up stores. Some brands like Rolex have their own resale site where all Rolex watches are authenticated before listing them to resale (Rolex Certified Pre-Owned Watches, no date). Brands that have their own resale sites can control the resale market prices and the prestige of the brand.

1.5.4. Enablers and barriers in online purchasing

Enablers and barriers to purchasing are different conditions that affect the consumer's purchasing intention online by either supporting (enabler) or restricting (barrier) the purchase. Enablers and barriers can take various forms and happen concurrently. To some consumers, certain conditions can be enablers, while to others the same conditions can be barriers.

1.5.5. Consumer background

In this research, consumer background includes demographic variables of the participants, like age, gender, education, job, income, and the city of residence. Additionally, the participants' personality traits, lifestyle, and social circles like family ties, friends, co-workers, and social media influencers are used to explore the topic.

1.6. Delimitations of the study

This study includes several delimitations that creates possibilities for consecutive studies and allows the study to focus on barriers and enablers of online purchasing. The literature focuses on second-hand purchasing, luxury purchasing, and online purchasing in various degrees and compositions, as the body of literature of the subject is still in a growing phase.

This study is conducted in a strict time frame to capture the most accurate representation of consumer mindset and behaviour at the moment. For clarity, the geographical scope of the study is limited to residents in Finland. This allows the study to form a cohesive realm for the specific consumer group and allows comparison to other geographical locations in the future. For the explorative purpose of this study, the study is not limiting the sample on specific demographic group.

The luxury products landscape is vast and includes several categories, however, for clear representation, this study focuses on following categories: watches, handbags and accessories, clothes, and shoes. The limitation simply aims to create clear understanding on these categories of fashion items. The study excludes luxury product categories of jewellery, furniture, cosmetics, and cars, which could be studied in the future with a similar method. Considering the culture of luxury consumption in Finland, where the market is relatively small, the chosen categories are expected to be the most familiar and accessible for residents in Finland. Additionally, the chosen categories are more easily to be found on online second-

hand marketplaces, as categories like luxury cosmetics are not usually identified as a category in second-hand market.

1.7. Research Methodology

As second-hand online shopping of luxury products continues to grow its value (Berg, A. et al., 2021), this study focuses on consumers' online shopping behaviour. While literature that is directly related to second-hand luxury purchasing online is limited, the research focuses on discovering themes and topics that could be beneficial to future studies. The study explores the purchasing intention of consumers when they are shopping second-hand luxury products online. Exploring barriers and enablers in second-hand luxury online purchasing benefits several stakeholders, including companies operating in the domain, and academic community.

Online shopping of second-hand luxury items has not reached its full potential as a topic of research, which is why this study's explorative nature uncovers the topic through semi-structured interviews with participants, who have either purchased second-hand luxury items online, or own new luxury items but have also considered purchasing second-hand luxury items. The decision to include several types of shoppers supports the goal of the study. The interviews are carried out in a way that allows iterations to be made to the interview questions after each interview. Additionally, the explorative nature of the study allows the wide use of literature related to the topic on levels of online purchasing, luxury purchasing, and second-hand purchasing.

By using thematic analysis, the collected interview data is analysed concurrently with the interviews. The approach grants the themes and patterns to emerge from the interview data without predetermined categorisation. Additionally, iterative back and forth process between interviews, coding and analysing allows improvements in the interviews as they proceed forward. Phases of thematic analysis in this study adapts the process by Adams et al. (2014) and Saunders et al. (2016), adapting the quality criteria by Tracy (2010).

1.8. Structure of the thesis

The first chapter provided a brief review of the study. In the remaining chapters, the study first reviews the existing literature on the topic and identifies any existing gaps in the research. Literary review also introduces the Theory of Planned Behaviour and discusses the strengths and weaknesses it may have. Methodology chapter introduces the research design and means to conduct the semi structured interviews. Closer inspection of the interview data handling process, analysis method, and considerations on ethics, limitations and validity are included. The empirical analysis and research findings chapter first presents the findings and then interprets them in relation to the research questions. The concluding discussions chapter discusses the theoretical contributions and practical implications of the study, highlights the limitations of the thesis and makes suggestions for the future.

2. Literature review

This literature review will first describe the process of narrowing down suitable articles for closer inspection. Second, the literature review examines the breadth of knowledge on the topic by examining online purchasing of second-hand luxury, followed by inspection of consumer decision-making in second-hand luxury through barriers to purchasing and enablers for purchasing. Then, the literature review examines the topics of theory of planned behaviour and individual characteristics of the consumers'. Finally, the review summarises the literature and introduces research gaps.

2.1. Literature selection

The scientific databases used in this literature research include Science Direct Scopus, ProQuest, and Wiley Online Library. Keywords and key phrases that brought the most accurate search results on these databases were: second-hand, luxury, purchasing, online, and brand. The first keyword "second-hand AND luxury" brought a total of 48 research papers on Scopus, whereas Science Direct had 17,321, ProQuest 2,316, and Wiley Online Library 15,444 hits, from which suitable research papers were chosen by adding remaining keywords in different combinations and choosing relevant journal articles.

The results were then filtered according to peer-reviewed and publication date. The timespan of valid research papers was recognised to be too wide, as there were no suitable research papers made in the early 2000's, although few articles were added for theoretical contributions relevant to this study. Specifically, the whole concept of online second-hand shopping was not yet a booming business model and therefore there were no research papers strictly related to the topic. The remaining research papers used in this literature review were then found from the reference lists of the preliminary chosen review papers. The variety of journals shows that the topic of second-hand luxury consumption is important and interesting from several viewpoints. This also gives the studies different viewpoints and creates an opportunity to study the topic versatilely in the future.

Although the number of articles about second-hand luxury purchasing has increased in the past decade, the research topic continues to need more attention. Therefore, this literature review will also include literature outside the second-hand domain and refers to literature that focuses also on new luxury products. Studies included in this literature review include topics of motivations to shop, consumption behaviours, and consumer-brand relationships in second-hand and first-hand luxury domains, although the focus is on second-hand luxury consumption. The literature used in the literature review can be found from Table 1. according to the year of publishing. Although the Table 1 is not a full representation of the second-hand luxury literature, it shows that the trend has seen most growth in the past decade.

Table 1. Literature used in the literature review according to the year of publishing

Article Title	**Authors**	**Year**	**Theme**
A methodology for profiling consumers' decision-making styles	Sproles, G.B. & Kendall, E.L.	1986	Consumer Decision-making and Shopping Behavior
The theory of planned behavior	Ajzen, I.	1991	Theory of Planned Behaviour
Why do consumers buy counterfeit luxury brands?	Wilcox, K., Kim, H.M. & Sen, S.	2009	Luxury Consumption
The theory of planned behaviour: Reactions and reflections	Ajzen, I.	2011	Theory of Planned Behaviour
Something old, something used: Determinants of women's purchase of vintage fashion vs. second-hand fashion	Cervellon, M. C., Carey, L., & Harms, T.	2012	Second-hand and Vintage consumption
Comparing online and in-store shopping behavior towards luxury goods	Liu, X., Burns, A.C. & Hou, Y.	2013	Consumer Decision-making and Shopping Behavior
Explaining variation in conspicuous luxury consumption: An individual differences' perspective	Kastanakis, M.N. & Balabanis, G.	2014	Luxury Consumption
Pre-loved luxury: identifying the meanings of second-hand luxury possessions	Turunen, L.L.M. & Leipämaa-Leskinen, H.	2015	Second-hand Luxury Consumption
"From Prada to Nada": Consumers and their luxury products: A contrast between second-hand and first-hand luxury products	Kessous, A. & Valette-Florence, P.	2019	New and Second-hand Luxury Consumption
Online second-hand shopping motivation – conceptualization, scale development, and validation	Padmavathy, C., Swapana, M. & Paul, J.	2019	Second-hand shopping motivation
Shopping with the resale value in mind: A study on second-hand luxury consumers	Turunen, L.L. & Pöyry, E.	2019	Second-hand Luxury Consumption
Selling second-hand luxury: Empowerment and enactment of social role	Turunen, L.L., Cervellon, M.-C. & Carey, L.D.	2020	Second-hand Luxury Consumption
The role of socio-psychological and personality antecedents in luxury consumption: a meta-analytic review	Bharti, M., Suneja, V. & Chauhan, A.K.	2021	Luxury Consumption

Solving the luxury fashion and sustainable development "Oxymoron": A cross-cultural analysis of Green luxury consumption enablers and disablers	Carranza, R. et al.	2022	Sustainable Luxury Consumption
"I like to buy pre-owned luxury fashion products": Understanding online second-hand luxury fashion shopping motivations and perceived value of young adult consumers'	Aycock, M., Cho, E. & Kim, K.	2023	Second-hand Luxury Consumption

As the main objective of this research is to understand the modern consumer's behaviour in the second-hand luxury market online, research on luxury consumption that focuses on new items or brick-and-mortar stores is used to better understand the state of literature and methods of research. Growth in consumer interest on second-hand luxury purchasing creates a need for further investigation of decision-making styles (Turunen & Pöyry, 2019), also implying that literature on second-hand luxury purchasing online is still in its infancy and can benefit from examining studies on first-hand luxury consumption online and brick-and-mortar store purchasing.

2.2. Introduction to online purchasing of second-hand luxury products

Due to the increased popularity of luxury brands and products, purchasing intention in the luxury consumption domain has been a topic of interest for academics in the past decade . For new luxury items, Bharti et al. (2021) conducted a meta-analysis in the luxury consumption context to review the antecedents and moderators of luxury purchase intention in developed and emerging economies. Emerging economies are showing growth in market size and show evidence that consumers in such economies have a strong affinity towards conspicuous consumption and status (Bharti et al., 2021). According to Bharti et al. (2021), status and conspicuous consumption often overlap in luxury literature. In both developed and emerging markets, the socio-psychological antecedents' role was more salient than personality antecedents in driving luxury purchase intention (Bharti et al., 2021). Kastanakis and Balabanis (2014) pointed that luxury consumption should be detached from uni-dimensional approach and viewed from snob and bandwagon consumption patterns. However, neither Bharti et al. (2021) or Kastanakis and Balabanis (2014) separated new and second-hand products in the studies, as they focused on new luxury items.

As seen, the consumer interest in acquiring luxury goods online is on the rise (Turunen & Leipämaa-Leskinen, 2015), and the same can be expected from the second-hand luxury market that is currently gaining popularity. Second-hand luxury purchasing studies are following the line of research on first-hand luxury consumption. Many of the studies, like the work of Kessous and Valette-Florence (2019), extend or replicate studies made in the first-hand luxury purchasing domain. Kessous and Valette-Florence (2019) identified three approaches that dominate the academic discussion: the determinants of purchasing vintage items versus second-hand items, the motives of buying second-hand luxury items versus vintage luxury items, and the antecedents underlying consumers' commitment to jumping on a particular bandwagon. Vintage luxury items appeal to the fashion involved, educated, high income customer according to Cervellon et al. (2012), highlighting the importance, division, and characterisation of second-hand and vintage luxury items.

Kastanakis and Balabanis (2014) concluded that luxury consumption is not homogenous in their study of conspicuous luxury consumption in terms of bandwagon and snob behaviour. This finding reflects findings of Turunen and Pöyry (2019) for second-hand luxury shopping, like any other consumer shopping style, is influenced by external influences, market behaviour and actual purchasing situations. Second-hand luxury shopping may have its distinct characteristics and determinants, while still being heterogenous. Consumers' shopping styles were in focus on the study by Turunen and Pöyry (2019), who analysed shopping styles via shopping style categorisation, originally introduced by Sproles and Kendall (1986). The categorisation presents shopping styles and introduces new category of resale value consciousness. The study by Turunen and Pöyry (2019) focused on different phases of the consumption cycle, from planning to disposing of the purchase. The study offers great support for second-hand selling and purchasing studies, as brands are moving more towards resale and pre-owned market for better brand control.

A multi-method study by Kessous and Valette-Florence (2019) included two independent, consecutive studies about affective and cognitive representations of the purchasing processes of new and second-hand luxury products, as well as the causes and effects of luxury consumption on brand attachment by comparing new and second-hand luxury products.

Kessous and Valette-Florence (2019) found similarities in brand attachment for first-hand and second-hand luxury purchasing, as status-seeking and nostalgic connections have both positive effects. Their qualitative study method had a differing result in eco-friendly consumption as opposed to Cervellon et al. (2012) quantitative study on women's vintage and second-hand fashion consumption. However, their results align with Turunen and Leipämaa-Leskinen (2015), who examined the meanings of second-hand luxury possessions in consumers' everyday lives.

Resale value consciousness was a dimension found by Turunen and Pöyry (2019), and it refers to purchases made as investments for good price-quality ratio products. In contrast to economic and value discussion, social motives for buying second-hand luxury products were driving consumer decision-making in the study by Kessous and Valette-Florence (2019), where they concluded that social recognition, sensitivity to normative influence and belonging were important for consumers. The differences between consumer's economic or social motives in second-hand luxury purchasing could affect how consumers experience and evaluate certain enablers and barriers to purchase. Moreover, both economic and social motives can act as enablers and barriers to purchase. Aycock et al. (2023) found that young adults in Generation Y and Z value critical and fashion motivations when shopping second-hand luxury items online, while economic and status-seeking motivations do not influence value perceptions as much.

Research on consumers who sell their luxury possessions interests scholars and extends the understanding of consumer behaviour in luxury consumption beyond purchasing and owning. Turunen et al. (2020) formed two value dimensions based on their interviews on selling of luxury goods. These dimensions were the personal value of selling luxury: emotional detachment and financial empowerment, and the social value of selling luxury: sellers' enactment of their social role (Turunen et al., 2020). Specifically for second-hand luxury items, consumers should be aware of pricing, trends, brands, and classic items (Turunen et al., 2020). The study excluded professional sellers and companies selling these products, providing a perspective essential to understand consumers' behaviour as both buyers and sellers in the luxury and second-hand luxury domain(Turunen et al., 2020).

The existing literature on second-hand luxury shopping online can benefit from reflecting to studies on online second-hand shopping outside the luxury domain. Economic motivation, convenience motivation and ideological motivation of consumers to shop peer-to-peer (P2P) second-hand were studied by Padmavathy et al. (2019), who found that companies should also focus on providing services like certifications of the products, reviews, and assurances for malfunction.

2.3. Consumer decision-making in second-hand luxury purchasing online

Both barriers and enablers may nudge consumers into buying or make them back down from purchasing. Different enablers make shopping experience easier and allow the consumer to make a purchase, while barriers can make consumer question their decision to purchase or ultimately, prevent them from making the purchase. Turunen and Pöyry (2019) already noted that consumer behaviour differs when shopping online versus brick-and-mortar store. Understanding the enablers and barriers to purchase online may indicate to stores how to improve shopping experience for customers with different motives to shop.

2.3.1. Barriers to purchasing

As luxury purchasing intention gets more attention in the academic literature, the risks in the domain are less known. Counterfeit items are connected to organised crime on several levels (Wiedmann et al., 2012), increasing risks of purchasing fake luxury items. This also supports the conclusions of Turunen and Leipämaa-Leskinen (2015), who found that inauthenticity concerns may oppress consumers and are perceived as one of the main risks in purchasing, albeit authentication services existing both online and offline. Turunen and Leipämaa-Leskinen (2015) found that inauthenticity was recalled as the main risk in second-hand luxury. Consumers recognise the possibility of a reputational or financial risk when purchasing second-hand luxury products (Turunen & Leipämaa-Leskinen, 2015). These risks can arise if the purchased product is counterfeit or damaged beyond expectations. Inauthenticity can, therefore, cause both social and financial risks that lead to

a barrier for purchase. Although consumers are mostly experiencing risk of authenticity when purchasing second-hand luxury goods, Wilcox et al. (2009) discovered that some consumers desire counterfeit goods and are not experiencing barriers of purchase if the item does not seem authentic.

Some known barriers and enablers have already been discovered by academics. Both sustainable and ethical consumption are at the core of second-hand consumption. However, luxury consumption is associated with negative and positive impacts on sustainability (Carranza et al., 2022). Carranza et al. (2022) also highlighted sustainable fashion paradox as a value-action gap, where consumers demand companies to be more sustainable but are not incorporating sustainable shopping into their consumption habits. Lack of alignment in values and behaviour, as well as motivational conflicts may raise barriers for purchase (Carranza et al., 2022).

2.3.1. Enablers for purchasing

The motivation to consume can determine which types of experiences enable the purchase. Turunen and Pöyry (2019) found that for impulsive shoppers, perceived resale value may encourage the impulsive shopping style. Trust is often attached to online purchasing and may be built upon seller credibility, reviews, and ratings (Liu et al., 2013). Brand-loyal orientation was salient in brick-and-mortar stores, which was attached to trust in the authenticity of the items (Turunen & Pöyry, 2019). Loyalty is essential for growth marketing, and to retain customers, brands are developing their own resale channels to compete with third-party stores. The increasing number of online selling stores makes consumers more resale value conscious and price conscious, as consumers do not seem to be loyal to online stores (Turunen & Pöyry, 2019).

In second-hand luxury item consumption literature, authenticity can mean two different things (Turunen & Leipämaa-Leskinen, 2015). First, second-hand luxury items may be perceived as “more authentic” due to the age of the product, which gives reference to the

high-value craftsmanship and quality that may be perceived as better in the past (Turunen & Leipämaa-Leskinen, 2015). Second, authenticity may refer to the actual authenticity or inauthenticity of the item, signifying the brand that has manufactured the item (Turunen & Leipämaa-Leskinen, 2015).

On the other end of the spectrum, some consumers buy counterfeit luxury products on purpose. On these occasions, people often use social motivations to consume counterfeit products (Wilcox et al., 2009). Wilcox et al. (2009) referred to functional theories of attitudes in their study of the influence of attitude functions on counterfeit purchases, the study of the moderating effect of brand conspicuousness, and the study of priming attitude functions for luxury brands. As a result, Wilcox et al. (2009) argued that the desirability of counterfeits to consumers depends on the social functions of their attitudes towards luxury brands, which can also vary across cultures. Although for some consumers, counterfeit luxury products may appear indulging due to the social status they may deceivably pose, counterfeit luxury products are always part of criminal activity.

2.4. Theory of Planned Behaviour (TPB)

The existing body of research on luxury purchasing and second-hand luxury purchasing steers the choices made for the study. Interest in barriers and enablers offer signals that purchasing intention can be studied by utilising the theory of planned behaviour (TPB). At its core, the theory of planned behaviour predicts consumers' intentions by examining behavioural, normative, and control beliefs (Ajzen, 2011). Positive attitude, favourable subjective norms regarding the second-hand luxury purchase online, and high behavioural control should lead to a purchase in this case, based on Ajzen (1991).

For the purpose of this study, second-hand luxury purchase intention is in the focal point, as the attitudes towards second-hand luxury purchases, subjective norms and perceived behavioural control towards second-hand luxury purchases guide to explore the topic. The study monitors also consumers' backgrounds that could influence the relationships between

the components. The barriers and enablers can be studied through the conceptual lenses of attitudes, subjective norms, perceived behavioural control, and background factors. According to Ajzen (1991), the importance of each concept for the intention depends on the situation. Ajzen's (1991) theory of planned behaviour may help to recognise and categorise different enablers and barriers to purchase online. The predictive validity of the theory of planned behaviour can be evaluated when comparing one's behaviour in two different occasions, as the two incidences may have different results (Ajzen, 1991). In this study, the differing results on actual purchasing behaviour may be affected by certain enablers or barriers.

2.4.1. Consumer attitude towards second-hand luxury purchases online

Consumer attitude towards second-hand luxury purchasing online may depend, based on Ajzen (1991), on the amount and quality of information the consumer has prior the purchase as well as the past experiences the consumer may have. Additionally, the consumer's expected benefits or disadvantages shape the attitudes as outlined by Ajzen (1991). The products authenticity and sustainability are important motivations to the consumer (Turunen & Leipämaa-Leskinen, 2015), forming a positive attitude that is favourable for purchase.

2.4.2. Subjective norms for second-hand luxury purchases online

Subjective norms are the social influences that may influence a person's purchase intention (Ajzen, 1991). In regard to second-hand luxury purchases online, the social pressure to purchase may be caused by a will to upgrade a social class and social climbing, based on (Kessous & Valette-Florence, 2019). Social media word-of-mouth (WOM) influences the purchasing intention of luxury products (J. Park et al., 2021), suggesting that WOM could have similar influence on second-hand luxury purchasing online. Social media trends and popularity of an online store can enable purchasing intention, as according to C. Park and Kim (2003), consumers can be committed to an online store. Additionally, if an online store is not popular on social media, or is not trustworthy according to social media, consumers can discard their purchasing intentions.

2.4.3. Perceived behavioural control over second-hand luxury purchases online

Perceived behavioural control and behavioural intention explain how person's attitudes and beliefs towards the ease or difficulty of the task may have an effect on the result (Ajzen, 1991). In the online second-hand luxury purchasing domain, this may refer to past experiences the consumer has on shopping second-hand luxury products online, which affect the consumer's ability to assess whether the purchase is going to succeed, based on Ajzen (1991). Information quality effects the purchasing intention through the cost and risk of the transaction (C. Park & Kim, 2003). Following Ajzen's (1991) model the information quality in this study refers to the resources the consumer has in their reach. The barriers and enablers to purchase may arise from the amount and quality of information the consumer has at each given situation.

2.5. Individual characteristics

Bharti et al. (2021) framework for luxury purchase intention frames socio-psychological antecedents and personality antecedents in a way that could be studied in second-hand setting. Ajzen's (2011) theory of planned behaviour discards the origins of people's beliefs. The individual characteristics takes these background factors into account and makes it possible to evaluate the attitudes, subjective norms, and behavioural control also through individual characteristics. Bharti et al. (2021) distinct normative influence, status signalling, and conspicuous consumption as socio-psychological antecedents, while materialism, seeking uniqueness and self-identity are personality antecedents. Beyond these complex antecedents, this study could benefit from using simple demographics, such as income, age, gender, city of residence, current job and education.

Identifying different individual characteristics on each participant may help to evaluate the validity of the results, as well as explain certain behavioural patterns, and find connections between participants.

2.6. Summary of the literature and research gaps

Literature chosen for this review is a cross-section of literature on luxury brands, second-hand and vintage fashion, and online purchasing. Chosen literature was able to represent the current streams of research on luxury purchasing and second-hand luxury purchasing in order to form a solid ground for the rest of the study. Notably, the literature was able to clarify terminology and popular theories among academics, point out deficiencies in literature, as well as offer ideas for future research.

Luxury purchasing intention was a dominant approach, and the differences in personal and social antecedents have gained a lot of attention due to the nature of luxury items. Additionally, several studies focused on demographics, such as nationality and generation. Studies were conducted by using existing and notable theories, such as Ajzen's theory of planned behaviour, and Katz's (1960) functional theory of attitudes. Green values, eco-consciousness and other environmental approaches were studied as well (Cervellon et al., 2012) showing that environmental approach to consumer studies continues to increase importance.

The connections between possible enablers and barriers to consumer attitude towards second-hand luxury purchases online, subjective norms for second-hand luxury purchases online, and perceived behavioural control over second-hand luxury purchases online are many, and the study aims to discover how consumers experience different enablers and barriers while they shop online. Moreover, while the theoretical framework introduces some common topics related to second-hand luxury purchasing, such as ethicality, sustainability, and authenticity, the study seeks to find topics beyond these as well.

This literature review included studies from both first-hand and second-hand domain, and while understanding first-hand luxury purchasing helps to understand consumers' relationship to luxury, the results are not transferrable to second-hand luxury. Thus, many

second-hand luxury studies have used similar approaches to first-hand luxury studies to compare consumer-brand relationships, luxury purchasing intention, and more. Kessous and Valette-Florence (2019) studied first-hand and second-hand luxury in conjunction to recognise similarities and dissimilarities in consumer-brand relationships and motivations to consume. In summary, the luxury literature continues to benefit from studies on different perspectives, especially as second-hand consumption, upcycling, and circularity continue to increase their importance.

Many academics studying purchasing intention in the second-hand luxury domain recognised gaps in the literature especially in online purchasing (Liu et al., 2013; Turunen & Leipämaa-Leskinen, 2015; Turunen & Pöyry, 2019) and different product categories (Turunen et al., 2020). Besides exploration of different product categories, Turunen et al. (2020) suggested that future research could include consumers with different demographics. This study explores different product categories and includes several business models in second-hand shopping. By utilising barriers and enablers in this study, questions about second-hand products' authenticity and time-related constructs are approached from a new angle as was requested by Sihvonen & Turunen (2016). Quality issues and uncertainties could be a latent issue and a barrier to purchase, which creates possibilities to examine the topic further.

3. Methodology

The chapter presents the methodology of the research. First, the chapter introduces the research design and the methodology of the research, followed by sections of participant selection, data collection, and data analysis methods. The chapter concludes with discussions of reliability and validity.

3.1. Research design

Online shopping is an important medium for global retail that creates a need to not only focus on marketing strategy but also include customer relations (Close & Kukar-Kinney, 2010). Therefore, it is essential to understand how consumers currently experience online shopping on second-hand luxury selling sites, what experiences they have had before, and what they expect from online shopping moving forward. Focus of barriers and enablers of purchasing second-hand luxury products online goes beyond purchasing motivations by focusing on the relationship the seller manages to establish with the consumer.

This research benefits from explorative phenomenological research that looks out for emergent themes from online second-hand luxury purchasing amongst Finnish consumers through interpretive tradition. The chosen methodology allows the research to utilise the rich qualitative data in greater depth, allowing the focus to stay in participant's experiences. The inductive approach of this research explores consumer behaviour to recognise emerging themes and patterns from the primary data collected through the semi-structured interviews and helps to understand the underlying phenomenon.

3.2. Participant selection

The participants in this research are from different backgrounds, and either have purchased second-hand luxury products online, or have had an intention of doing so but somehow have

not made a purchase. For this research, participants who had not previously purchased second-hand luxury products online still needed to own or have owned luxury products. This prerequisite ensures that the understanding of luxury is similar to other participants. To have consumers who have made purchases online and who have not made purchases was needed to ensure that the interview data can reach its fullest saturation potential and to ensure that the interpretation of the results reflect the consumer behaviour as accurately as possible. Furthermore, common understanding of luxury fashion and item categories is needed to be able to discuss the topic.

Informal discussions with the participants took place prior to arranging the interview. These discussions were made to ensure their fit for the research, by discussing casually about their history with purchasing second-hand luxury products. For the exploratory nature of the research, the different backgrounds in first-hand luxury and second-hand luxury purchasing gives an opportunity to recognise emerging themes on a broader level. As second-hand luxury shopping online is a marginal form of shopping that can be difficult to locate from a large group of consumers, the chosen sampling method in this research is snowball sampling. Snowball sampling allows the utilisation of referral networks by finding suitable participants through already interviewed consumers (Adams, Khan & Raeside, 2014). As the topic of the research is narrow and luxury items are not on every consumer's radar, snowball sampling may allow higher number of participants in the study. Due to strict time frame, the research was able to accommodate ten interviews.

3.3. Data collection

Semi-structured interviews fit the purpose of the explorative research. The interview style includes pre-determined themes with a number of key-questions, although their use and order may vary from one interview to another (Saunders et al., 2016). Semi-structured interviews allow iteration of questions between interviews, as new themes may arise during interviews. Interviews are conducted either online by using Zoom, or face to face in a private studio. Both online and face to face interviews are recorded with participant permission to allow accurate transcription.

The interview questions are formulated in accordance with the research questions presented in chapter 1.2, The aim of the study and the research problem. Although the interview questions follow a rationale and order, the interviews are semi standardised, depending on the participant's relationship to the topic, their past behaviour, and the way the interview narrative develops throughout the interview. Probing allows the interview data to become more detailed and richer (Adams, Khan & Raeside, 2014). Additionally, interview questions are iterated if needed after each interview to match emerging themes and concepts.

Each interview is arranged as an individual event to ensure that there is enough time to analyse the answers before the next interview. This ensures that interview questions stay relevant throughout the interviews and allows iterations to be made. Interviews start by acknowledging that the interview is for this specific research purpose. The disclaimer is followed by introduction to the Form of Consent (Appendix 2) leading to basic background questions that help to understand what kind of person the participant is. The background questions help to determine important demographic factors such as the age group, gender, income level, educational background, current job situation, and the city of residence.

The Interview Guide (Appendix 1) is formed to guide the interview session. The questions are related to interviewees shopping background, enablers and barriers they have experienced while shopping online, and for more depth, questions using the Theory of Planned behaviour as a lens for attitude, subjective norms and perceived behavioural control related issues participants can face when shopping second-hand luxury items online. Supplementary questions are also presented in the Appendix 1. Lastly, the interview is finished with questions related to consumer's hopes and wishes on online shopping. The closing questions could offer managerial implications in the form of practical solutions to improve the online shopping experience of second-hand luxury fashion items.

3.4. Data analysis method

The interaction between data collection and analysis determines the quality of the research through exploration and clarification of meanings (Saunders et al., 2016). The analysis of the interview data is conducted by using thematic analysis method. Thematic analysis is used to identify themes and patterns of living and behaviour (Aronson, 1995). The chosen method allows themes to emerge naturally from the data that has been transcribed (Saunders et al., 2016). The procedure was adapted from suggested frameworks by Saunders et al. (2016) and Adams et al. (2014), including exploration and familiarising the data, coding the data, searching for themes and recognising relationships, and refining themes and testing propositions.

After each interview, the recordings were transcribed, and the first round of themes recognised. The first familiarisation round aimed to provide an overview of the interviews by focusing on the depth and diversity of the data, and identification of themes (Adams et al., 2014). After the familiarisation phase, detailed coding was done according to the research objectives. Main categories of barrier and enabler codes were accompanied with codes that revealed the reasons to purchase second-hand luxury items, why the participants bought them online, and how the shopping situation usually developed. To provide detailed definitions for the codes and increase credibility, a code book was gathered in Appendix 3 adapting a code book example by Nowell et al. (2017). The Code Book (Appendix 3) introduces the final codes by theme, the meaning of the code, with an exemplary quote, and participant ID for quote recognition.

As the interviews were scheduled to cover over several weeks of time, the coding and analysing of the data did not happen in a linear manner. Going back and forth with coding, analysing, and interviewing allowed to revisit already coded data several times. During analysis, the need for categorisation of codes emerged. As the number of barriers and enablers was increasing, adding the categories helped to understand similarities and differences between codes. Division into categories allowed theme inspection in a wider

scale, and helped to grasp the underlying themes that participants were experiencing when shopping for second-hand luxury items online.

3.5. Reliability and Validity

The reliability and validity of the research are evaluated using several criteria. This chapter is divided into subchapters for Worthy topic, Rich rigour and Sincerity, Credibility and Resonance, Significant contribution, Ethical considerations, and Meaningful coherence, adapted from the work of Tracy (2010).

3.5.1. Worthy topic

The increase in consumer interest in second-hand luxury items and the researcher's interest in online purchasing and second-hand luxury items as separate research topics created the urge to find a research angle that could have both managerial implications and add to the existing body of research. A worthy topic means that the research topic is relevant, timely, significant and interesting (Tracy, 2010). The second-hand luxury market was already on the rise, when Covid-19 and lockdowns increased online purchasing, estimating that second-hand market grew over four times faster than new luxury goods market during the pandemic in 2021 (D'Arpizio & Levato, 2021). Besides highlighted shift in consumer behaviour during the Covid-19 pandemic, the consumer interest in sustainability has increased (Berg et al., 2021).

3.5.2. Rich rigour and Sincerity

Rich rigour implies to abundancy and complexity of data, practice of analysis and data collection, while sincerity reflects on the researcher's transparency and self-reflexivity about values and biases in a qualitative study (Tracy, 2010). The timeframe of this study was not able to accommodate more than ten quality interviews. Although all participants were able to elaborate on the topic extensively, their varying degrees of experience of shopping

second-hand luxury online could have aid a categorisation in terms of experience, if there was more time to interview consumers. Additionally, some of the research participants were either acquaintances with the interviewer, or knew beforehand who the interviewer was, which may have had an influence on the way the participants answered to the questions. Depending on personality, it might have been easier for some participants to be interviewed by a stranger.

The data collection and analysis technique used in this research allowed analysis and interview technique to develop simultaneously. Transparency and explanation of the data collection and analysis process allows the reader to evaluate precisely the research process and repeat it. In the following chapter, the research shares used codes, categorisation of codes, and important quotes from the interviews, however, notes and development of initial codes is not enclosed in the documentation.

3.5.3. Credibility and Resonance

Thick description, triangulation, multivocality, and member reflection constitute qualitative research's credibility, while resonance includes aesthetic merit, generalisability and transferability (Tracy, 2010). The resonance of this research is aimed at reaching through a relatable topic that dives into everyday situations in online purchasing. A detailed description of participant background and transcription of interviews combined with quotes and explanations allows the reader to understand the context when reading the following chapter. As mentioned, detailed process helps the reader not only to draw the bigger picture, but also to find their own meanings from the text. The ability to communicate with the terminology used in the luxury and second-hand contexts has helped the researcher to connect with the participants and to build rapport.

To the best to their abilities, the researcher has focused on providing as much detail as possible from the data. While triangulation is often suggested to validate results, it should be noted that the interpretivist nature of this research does not perfectly fit on this ethos. The

research introduces a topic that is still gaining momentum in the research field. Therefore, the credibility of the results could improve if the research was utilised with other types of data, other researchers, and analysis methods (Tracy, 2010). Additionally, the lack of experience in research is an issue worth noting.

3.5.4. Significant contribution

Practically significant research offers practical implications and insights into the contemporary topic (Tracy, 2010). The study introduces online shopping behaviour via barriers and enablers of purchasing second-hand luxury items. The research findings have many managerial implications, as the results offer insights into several business model decisions, online store design, and customer journeys. To academics, the research provides a stepping stone towards further research on second-hand luxury studies by initialising a framework for barriers and enablers of online purchasing.

3.5.5. Ethical considerations

The research procedure follows a well-documented process, and each participant was informed about the research topic, their part in the study, voluntary participation, and anonymity of the research participants. To ensure symmetrical information, each participant was sent a Form of Consent (Appendix 2), which included all information the participant needed about their privacy and data handling. Sometimes, luxury consumption can also carry negative social costs (Cannon & Rucker, 2018). The research aims to provide a truthful description of each interview without judgment, bias, or creating deceptive narratives.

3.5.6. Meaningful coherence

Meaningful coherence evaluates the confluence of the research objectives and the actual delivery by assessing research paradigm alignment, ability to achieve the research goals, the use of relevant research centred literature, and use of methods that fit the research purpose

(Tracy, 2010). As the topic of this research is still relatively rare in literature, the literature used in this research was composed of papers that related to the research topic at least partially. As online shopping of second-hand luxury products has still not gained popular interest in the research community, this research needed to utilise literature that was close enough to the particular topic. This formed both opportunities to browse different viewpoints and research designs, as well as posed dispute as there were not enough existing studies to reflect on and utilise. The explorative study benefitted from semi-structured interviews, where each participant was able to reflect on their experiences, allowing themes to emerge throughout the interview. The scarcity of similar studies presented an opportunity to approach the topic from this an angle.

4. Empirical analysis and Research findings

The chapter discusses the findings by first analysing the background of the participants and introducing motives for purchasing second-hand luxury items. The participants' demographic characteristics were recorded for improve comparison and analysis of the data. Besides demographic characteristics, the participants provided information on their family background, shopping habits, lifestyle, personality and social circles on various degrees. This information was utilised in the analysis of the findings. The findings on barriers and enablers are then compared, analysed on different product categories, and examined through the influence of consumers' background. The chapter concludes with the summary of the results.

4.1. Background of the participants

Participant demographics are presented in Table 2. Most of the participants had previously purchased second-hand luxury items, and all of the participants who had done so had also purchased at least some of them online. The participants who had not purchased second-hand luxury items online had a history of purchasing new luxury items online and/or in-store. Those participants who have only purchased luxury items new, are marked as "All new" on Purchased Categories column. To give context to participants' consumption behaviour, the educational background, profession, and rounded off yearly income can also be seen from Table 2. City of residence shows that the participants live different size of cities in different parts of Finland. On the last column, the ResearchID is used to identify the participants in this research later on.

Table 2. Demographic variables of the participants

Age	Gender	Education	Profession	Yearly Income	City of Residence	Purchased second-hand categories	ResearchID
25	Female	Bachelor's Degree, University of Applied Sciences	Marketing entrepreneur	35,000 €	Tampere	Accessories Shoes	F25Tampere
32	Female	Bachelor's Degree, University of Applied Sciences	Public health nurse	50,000 €	Kotka	Bags Clothes Shoes	F32Kotka
22	Female	High School Diploma	Entrepreneur	40,000 €	Tampere	Accessories Bags Clothes Shoes Watches	F22Tampere
37	Male	Maritime Degree	Coxswain	60,000 €	Helsinki	Clothes Watches	M37Helsinki
60	Female	Vocational training	Public health nurse	45,000 €	Hamina	All new	F60Hamina
35	Female	Bachelor's Degree, University of Applied Sciences	Service manager	55,000 €	Porvoo	Accessories Bags	F35Porvoo
30	Female	Bachelor's Degree, University of Applied Sciences	Marketing and learning manager	60,000€	Helsinki	Bags Shoes	F30Helsinki
29	Male	Bachelor's Degree, University of Applied Sciences	Project Specialist	50,000€	Helsinki	All new	M29Helsinki
35	Female	Student, University	Student	70,000 €	Helsinki	Clothes	F35Helsinki
28	Male	Master’s Degree, University	Consultant	150,000 €	Espoo	Watches	M28Espoo

The mean age of the participants was 33.3 years, where the youngest participant was 22 years old and oldest 60 years old. As the method of sampling was snowball sampling, the sample was expected to have participants of similar age group. However, the gender ratio in the sample was seven females and three males. The imbalanced gender ratio adapts to Altiant (2023) survey results, where 40% of female respondents believed buying second-hand is very sustainable and environmentally friendly, while 25% of male respondents thought the same. Similarly, study by CivicScience (2022) found that female respondents were more likely to shop on second-hand sites.

Educational levels varied from high school diploma to master's degree in university, and the current professions included entrepreneurs, health care professionals, maritime worker, manager level workers, consultant, project specialist and student. Yearly incomes ranged from 35,000€ to 150,000€, as the median income in Finland was 3,160€ a month in January

2024 (Statistics Finland, 2024a). This suggests that the participants in the research were all either just below the median income, or over it. According to preliminary data from 2022, Finnish households use only 3.5% of income on clothing and footwear (Statistics Finland, 2024b). When compared to the data from the participants, the amount of money used on clothing and footwear is only 1,225€ a year for the lowest income recorded, 35,000€. This implies that the participants of this study could potentially spend more money in this category than the average citizen, as they purchase second-hand luxury items that are often more expensive than items bought from regular chain retail stores.

4.2. Motives for purchasing second-hand luxury products

To better understand the participants as consumers of second-hand luxury fashion products, the participants' motives for purchasing second-hand luxury items both online and offline was recorded. Motives to purchase second-hand luxury items are utilised also in the following sub-chapter to see, if certain barriers or enablers could have a connection to specific reasons to purchase second-hand luxury items online. Table 3 shows a summary of the recognised reasons and presents a variety of different drivers and motives. The Code Book (Appendix 3) describes each motive for purchasing second-hand luxury in a detailed manner.

Table 3. Motives for purchasing second-hand luxury items and their frequency count

Motives for purchasing second-hand luxury items	**Frequency**
Availability motive	4
Design motive	1
Ecological motive	2
Economic motive	9
Experience of newness	1
Hobby	1
Investment motive	2
Likes the look of patina	3
Need motive	1
Overconsumption motive	2
Personal style motive	3

Quality motive	2
Resale motive	3
Rewarding motive	2

Regarding online consumption, participants who had bought second-hand luxury items, had mainly bought them either straight from an online store, or first found the item on an online store but bought it from a brick-and-mortar store or showroom that the company had. Notably, the participants used the online stores as main source of information on finding available second-hand luxury items. Several participants disclosed that they tend to use only a few online stores that they are familiar with. Although Table 3 only accounts for general motives to purchase second-hand luxury items, reasons like availability and economic motives were main reasons to purchase specifically from an online store.

A total of 14 different motives were recognised, the most popular motive being Economic motive, which all participants recognised as a reason to purchase luxury items second-hand. Economic motive in this context refers to frugality and money saving the participants expected to have when purchasing second-hand luxury items instead of new luxury items. This price consciousness can be applied to Sproles and Kendall (1986) findings, as many of the participants also vigorously compared prices. Economic motives were most often discussed in conjunction with limited budgets that the participants had.

> "I think it (buying second-hand luxury items) has to do with that my salary is not the kind where I can buy things carefree. That is why I like that the things I buy have been thought through, that is what makes me feel good. Like I have earned it and worked hard." -F32Kotka

The participant F32Kotka is a primary example of a consumer, who chooses to buy luxury items second-hand. The purchases are well-thought for their high price point and budget constraints, and the participant is looking for a good feeling that results from a successful purchase. Additionally, the participant referred to their tendency to self-rewarding with second-hand luxury items.

Investment motives gained also popularity in the motives for purchasing second-hand luxury items. Participants saw second-hand luxury items as an opportunity to use their finances on

items they believed hold their monetary value well or appreciate their value in the future. Accordingly, the participants were looking for popular, sought after, and hard to get items that could be easily sold in the future if needed.

> "At the point when the value has appreciated, I will resell it. The money I get I will invest to a new, even more valuable, item." -F22Tampere

This quote expresses the importance of financial value of second-hand luxury items from another point of view and shows that the participants are not only looking for cost savings, but also to make money with their purchases.

Ecological and sustainable consumption were a topic of discussion in several interviews, but only two participants acknowledged ecological motives as their driver for second-hand luxury shopping. Quality motives were mentioned by participants who thought older items and vintage items have better quality than items that are produced in the recent years. Liking the look of patina also referred to the age of the items but from the aesthetics point of view. Patina was especially important when discussing categories of handbags and watches. Purchasing vintage items is more popular amongst higher educated consumers, according to Cervellon et al. (2012).

Similar to Bharti et al. (2021) findings on luxury purchase intention, the participants also found personality antecedents like seeking uniqueness and self-identity appealing reasons to purchase second-hand luxury items. Second-hand consumption of luxury products also relied on investment motives, need motives, and overconsumption motives. While normative influence was found an important driver for luxury purchasing intention by Bharti et al. (2021), direct associations to normative influence were not mentioned in the actual motives to purchase second-hand luxury items. However, participants signalled that their social circles' affect the way they think about second-hand luxury items and that they thought luxury items as objects of status signalling in general, without separating the new and second-hand luxury items.

4.3. Barriers for purchasing second-hand luxury products online

Table 4 categorises the recognised 21 barriers into five different types. Information-related category includes barriers that occur due to asymmetric information between the seller and the buyer or the online store, how the information is presented on the store, and what is the quality of the information. Legal & Regulatory barriers refer to participants' incomplete knowledge on consumer laws and regulations when purchasing items. Quality & Authenticity barriers reflect to participants' experienced risks on item condition, authenticity, and origin. Reputation & Trust barriers include barriers that reflect on participants' concerns on reliability, credibility and trustworthiness of the sellers and the stores. Lastly, Transaction & Communication barriers is a combination of barriers encountered during the purchasing process. The origin of these barriers is in expected difficulties in shipping or past experiences on mishandled shipping, or in experienced difficulties in communication. Even though the categorisation is not perfect, it helps to understand the breadth and variety of limitations and expectations the consumers have at different stages when purchasing second-hand luxury products online.

Similar to themes used by Turunen and Pöyry (2019), the participants found influential barriers from pre-purchase, actual purchase, consuming, possessing, and disposing of the items. Pre-purchase barriers, such as no experience in social circle, made participants hesitant and reluctant to continue the purchase any further with a specific online store. Actual purchase barriers were mostly concerned with the information provided or not provided on the website, how the participants experienced different quality related barriers, transaction and communication barriers, and reputational and trust barriers. Consuming and possessing the items, as well as disposing of the items related to the risk of future value, as participants were worried about the monetary value of the item in the future in case they would like to sell it.

Table 4. Identified barriers, categorisation and their frequency count

Enablers:	Frequency	Category
Abundance of items online	1	Information
Bad photos	3	
Company information not available	1	
No price visible	1	
Suspicious item description	1	
Website unclarity	4	
Consumer protection laws	2	Legal & Regulatory
Risk in condition	4	Quality & Authenticity
Risk of future value	1	
Risk of inauthenticity	5	
Risk of scam	5	
Risk of stolen goods	4	
Too expensive	1	
Bad reviews	1	Reputation & Trust
Company origin	3	
No experience in social circle	2	
No user ratings	2	
Seller is vague	5	
Seller nationality	1	
Difficulties in communication	1	Transaction & Communication
Shipping	4	

Each participant expressed concerns regarding purchasing second-hand luxury items online and recognised at least two different barriers for purchasing second-hand luxury items online. One participant recognised a total of seven different barriers for their purchasing. Barriers were found in the interview not only through specific questions related to barriers, but also frequently during probing questions regarding criteria they might have for the online stores and sellers, how they evaluate the trustworthiness of the store, if they were familiar with the terms and conditions of the stores, if they have experienced shopping cart abandonment, what makes the online store safe to shop, and how to improve the online store. The list of barriers mentioned by the participants in Table 4 shows also the frequency count for each barrier. The frequency is recorded only once per participant, even though some barriers were mentioned several times by the same participants, sometimes in different contexts.

Questions about abandoning a shopping cart made participants think about the times they did not finish a purchase and allowed them to reflect on the matters that made them abandon the cart due to an experienced barrier. These discussions revealed that one participant questioned their need motives when purchasing the items, while other abandoned the cart as the item was located outside of Europe. Shopping cart abandonment occurs when consumers add items to their virtual shopping carts when shopping online, but for any reason they do not finish the purchase during that session (Kukar-Kinney & Close, 2009). The approach to barriers through shopping cart abandonment allowed participants to think about specific times they faced barriers when shopping second-hand luxury items online, and therefore these answers were often precise and contained detailed information.

Although the questions were directed to specifically find out what barriers the consumers may face when shopping online, the participants found some barriers that could not be solved in the online store. Risk of future value was a recognised barrier that the company selling the items cannot solve with its own actions, as future value of items can only be predicted. While brands like Chanel and Hermès are known to hold and increase their value in the future, the historical data is still unable to see the future. Additionally, consumer laws are not subject to change according to the wishes of the online store or the consumer. The barrier of consumer protection laws surfaced from F25Tampere's worry that if they purchased items outside of the European Union, they might not have as good consumer protection as in the EU.

Risk of stolen goods was mentioned several times as barrier when discussed about ethical considerations on purchasing second-hand luxury items online. Although participants did not want to support criminal activity, they found it hard to conclude if an item could be stolen. Documentation like receipt was considered a factor that could diminish the possibility to purchase goods that were stolen. Registers held by brands were seen as a viable option to decrease the risk.

> "I do not want to buy stolen goods. The pieces (watches) have serial numbers which makes it hard to sell them if they are stolen...Different manufacturers have their own registers (registers contain information on watches that are reported stolen)." -M28Espoo

The categorisation of the barriers in Table 4 reveals issues on several levels and stages of purchasing. Information-related, quality and authenticity related, and reputation and trust related issues were found most frequently to be barriers when shopping second-hand luxury items online. Table 5 allows closer inspection of barriers that occurred on the same excerpts. Issues with consumer laws surfaced when the participant was also concerned about the company origin. Website clarity was discussed together with barriers like bad photos and abundance of items online. The experiences of social circles, vagueness of the seller, and risks of inauthenticity were evaluated in conjunction with the risk of scamming. Table 5 shows that the barriers are not always occurring individually during shopping events, but often a combination of barriers can lead to the purchase to revoke.

Table 5. Co-occurrence of identified barriers

	Abundance of items online	Bad photos	Company origin	No experience of social circle	Risk of inauthenticity	Seller is vague	Shipping
Consumer laws			1				1
Risk of scam				1	1	1	
Website unclarity	1	1					
Shipping			1				

Table 5 introduces co-occurrences that are reasonable and easily explained. Consumer laws and company's origin were discussed together, as a participant expressed their worry about consumer laws on purchasing when the company is located outside of Finland. The quote on Code Book (Appendix 3) expresses the participant's worry especially when items are shipped outside of the European Union and concludes that they would rather purchase from neighbouring country Sweden than from Japan. Other participant concluded that company origin is often a barrier as it can result in shipping issues that they are not willing to solve in order to make a purchase. Additionally, the participant connected shipping issues to legal and regulatory issues on consumer laws.

The risk of scam was used in conjunction with barriers "no experience of social circle", "risk of inauthenticity", and "seller is vague". Risk of scam was mentioned by three different

participants (Table 5) and always together with other barriers, which could be an indication that some of the participants handle barriers in sequences, where a barrier of risk of scam can either be the product of other barriers or cause other barriers. Similarly, website unclarity was co-occurrent with abundance of items online and bad photos, which both are website related issues. The co-occurrent barriers according to Table 5 show that some barriers can occur jointly with other barriers, and that the barriers are somehow related with similar theme.

4.4. Enablers for purchasing second-hand luxury products online

The enablers were categorised into similar category types in Table 6 as the barriers. Information category refers to enablers that relate to available information on the website about the item. Legal & Regulatory category summarises enablers that cover company's legal existence and obedience of law. Quality & Authenticity categories reflect the authenticity and condition matters of the items. Reputation & Trust category gathers enablers that are mainly related to company reputation and customer experiences. For coherence, the enablers also include a frequency count in Table 6, tracking the number of participants who mentioned the enabler at least once during the interview.

Recognised enablers during the interviews had variation between the participants, and all participants recognised several enablers. The number of enablers a single participant mentioned during the interview varied from 3 to 10 different enablers, most popular enabler between the participants being item photos. Many of the enablers were somehow related to money, which derives from the participants' economic motives to purchase second-hand luxury items.

Table 6. Identified enablers, categorisation and their frequency count

Enablers:	Frequency	Category
Best price	2	Information
Full set	2	
Item origin	2	
Item photos	6	
Item videos	3	
Price / Condition	3	
Price history	1	
Video call	1	
Website clarity	3	
Company lawfulness	2	Legal & Regulatory
Supervision	1	
Terms and conditions	2	
Authentication service available	1	Quality & Authenticity
Item maintenance by previous owner	1	
Staff names on authentication labels	1	
Another company is the seller	1	Reputation & Trust
Company image	1	
Good customer references	4	
Honesty	2	
Positive experience	2	
Resale possibility	1	
Seller is Finnish	2	
Who are the users	3	
The company as the seller	3	
User ratings	3	
Time pressure	1	Transaction & Communication
Payment methods	3	
Trackable purchasing process	2	

Similar to the barriers, many of the enablers were recognised when the participant was answering a question that did not have a straight connection to the enablers. Asking the participants about their positive shopping experiences brought up discussions where the participants elaborated also on situations where they were the seller. The conflict of experiences brought up interesting viewpoint, as participant talked about their bad experience that converted to a good experience after great customer service experience.

> "I sold an expensive cashmere knit there and I never got the money from the person that bought it. There was a glitch in the process apparently. But the company answered when I contacted them and took care of the matter. They tried to contact the person who purchased it unsuccessfully, so the company paid the price for me." -F32Kotka

Although the participant acted as a seller in the instance, the great level of customer service assured that shopping from the store would be safe as well, even if something unexpected happened.

Best price was mentioned by participants who were price conscious in several ways. The participants knew the item prices if they bought them from the store new, as well as what the items sell for in the resale market. Price differences were also noted between different types of selling stores.

> "Why I often choose a private seller (from a Facebook group or similar) is the price. The companies want to have their cut and that is why I choose to buy from private sellers more often." -F35Porvoo

As all participants opted to purchase second-hand luxury for economic reasons, the enabling purchasing factor of best price supports the economic motive. Additionally, economic motives are supported by Price increases in the future, Price/Condition ratio, and Resale possibility, all of which participant connect to the economic motives and justification to their purchases.

Different participants had different meanings to some of the enablers. Price/Condition ratio had different meanings to the participants. Two participants discussed the Price/Condition ratio together with their plans to repair the items if they have flaws. Both participants expressed their interest in restoring the items by using professional help, such as cobblers. These plans were set already before the purchase has been made, enabling them to purchase items with flaws in them.

> "...because I knew it (the existence of a flaw) beforehand, I had a plan how to solve it. And then I was courageous enough to purchase a faulty item because I knew it could be fixed." -F22Tampere

The Price/Condition ratio was important to some other participants for another reason. Some participants evaluated the ratio because they wanted to purchase an item that had the best

possible condition. These participants rather paid more for their items, if they could get them in nearly perfect condition. To summarise, the importance of price to condition ratio was similar to price to quality ratio found by Turunen and Pöyry (2019).

Table 7. Co-occurrence of identified enablers

	"Full set"	Company image	Honesty	Item photos	Supervision
Good customer references		1			
Item origin	1				
Item photos			1		
Item videos			1	1	
Price / Condition				1	
Website clarity				2	
User ratings					1

Table 7 presents the co-occurrence table for identified enablers. In the interviews, participants often discussed enablers in a consecutive manner implying that some enablers were seen more as criteria or check points for purchasing to happen altogether. Table 7 shows that participants connected enablers like Item photos with several other enablers. These chains of enablers like Website clarity – Item photos – Item videos – Honesty clearly depict that participants saw connections between good visual aids and clear websites with experienced honesty.

4.5. Comparison of barriers and enablers

Categorisation to barriers and enablers was not mutually exclusive, as several barriers and enablers were recognised in both categories. Depending on the phrasing that the participants used and by using probe questions, the answers were divided either to barriers or enablers. Even though the interview guide had specific questions for barriers and enablers, some participants provided insight on both barriers and enablers simultaneously, or provided answers on barriers when question was about enablers, and vice versa. This may indicate that the participants did not always distinguish events to barriers or enablers exclusively but classified them depending on the situation. The visual aids on the website, such as photos, videos, texts, condition ranking, and website design were important themes on both barriers

and enablers. Specifically, information symmetry and asymmetry were important when participants evaluated their barriers and enablers for purchasing. Compatible Barriers and Enablers on Table 8 summarises the findings that were similar and compatible on both barriers and enablers.

Table 8. Compatible Barriers and Enablers

Category	Barrier	Enabler	Description
Information	Bad photos	Item photos, Item videos	The quality of photos, videos and other visuals depicting the luxury item may hinder potential buyers' decision-making or help the buyer's decision-making.
Reputation & Trust	Bad reviews	Good customer references	Negative reviews or feedback about a product or seller can deter consumers, while positive customer references can build trust and confidence in the purchase decision.
Legal & Regulatory	Company information not available	Company lawfulness	Limited or inaccessible company information may raise concerns about the legitimacy of the seller, while transparent information can reassure consumers about the company's existence and reliability.
Legal & Regulatory	Consumer laws	Terms and conditions	Uncertainty or lack of knowledge about consumer laws may pose a barrier to making a purchase, while clearly presented terms and conditions for purchase help buyer to determine if they feel protected also by the company.
Reputation & Trust	No experience of social circle	Positive experience	Lack of social connections' experiences on the store may hinder the purchasing process, while positive experiences can encourage trust and confidence.
Information	No price visible	Price history	Ambiguity regarding the price of a luxury item may discourage potential buyers, while transparent price history can provide valuable insights and facilitate informed decision-making.
Reputation & Trust	No user ratings	User ratings	Consumers value user ratings and use them to make decisions. Therefore, online store misses an opportunity if they are not using user ratings, or if there are not yet any.
Quality & Authenticity	Risk in condition	Item maintenance by previous owner	Concerns about the condition of a second-hand luxury item may deter buyers, while evidence of proper maintenance by the previous owner can alleviate these concerns.
Quality & Authenticity	Risk of future value	Resale possibility	Worries about the depreciation or loss of value of a luxury item over time may discourage purchases, while the potential for resale and retaining value can incentivise buyers.
Quality & Authenticity	Risk of inauthenticity	Authentication service available	Fears of purchasing counterfeit or inauthentic luxury items may hinder consumer confidence, while the availability of authentication services can offer reassurance and mitigate such risks.
Reputation & Trust, Information	Risk of stolen goods	Item origin	Suspicions about the origins of a second-hand luxury item, such as it being stolen, can deter buyers, whereas clear information about the item's origin can alleviate such concerns and make the item even more desirable.
Reputation & Trust	Seller is vague	Who are the users	Lack of clarity or information about the seller may create distrust, while understanding the target audience or customer base can provide insights into the seller's credibility and reputation.
Reputation & Trust	Seller nationality	Seller is Finnish	Uncertainty or concerns about the seller's nationality may affect trust, while being from a familiar country can enhance credibility and trustworthiness.
Transaction & Communication	Shipping	Trackable purchasing process	Uncertainty or delays in the shipping process may impede purchase decisions, while a trackable purchasing process can provide transparency and assurance about the delivery timeline.

Information, Reputation & Trust	Suspicious item description	Honesty	Dubious or misleading item descriptions can lead to mistrust, while honest and accurate descriptions can foster transparency and trust in the seller and the product.
Quality & Authenticity, Information	Too expensive	Best price	High prices may deter potential buyers, while offering the best price or competitive pricing can attract customers and facilitate purchase decisions, as many customers in second-hand domain have economic motives.
Information	Website unclarity	Website clarity	Confusing or unclear website interfaces may frustrate users and hinder navigation, while clear and user-friendly website design can enhance the overall shopping experience and facilitate decision-making.

The interconnectedness of the concepts could suggest that the participants were able to weigh these all the various events differently. The evaluation could be reflected to a continuum, where on opposite ends are barrier and enabler. Depending on the purchasing situation and the customer, they either place the event towards barrier or enabler end of the continuum. Based on the personal preferences and weighing on the topic, the consumer either moves forward or backward with the intention to purchase on the website.

As the second-hand luxury products are often expensive, prior knowledge and experiences, either own or others', were important in the purchasing process. Consumers with different levels of prior knowledge and experience tend to do prior research on different scales (Bettman & Park, 1980). In this study, all participants admitted spending a lot of time researching before making a purchase, although the complexity of the research may have varied. Some participants suggested that researching the items was almost like hobbies to them, something they enjoyed doing. In both barriers and enablers, the participant looked out for attributes on item level, seller level, online store level, and market level. Although participants were purchasing items that they really liked, many of them were also researching the future possible value of the item to determine if it would be economically a smart purchase or not.

Liu et al. (2013) proposed that consumers who shop online prefer to do so in order to compare prices. This was apparent also in this study, as participants often wanted to find the best price or best price-to-condition ratio. Barriers and enablers were also important when participants assessed their economic drivers in the purchasing process. Many barriers and enablers were about the monetary value and risk. However, the participants did not fear

losing their money when shopping online. Recognised monetary barrier was risk of future value, which referred to the possible value decrease of the item in the future. The risk of scam indicated that participants were scared of being scammed, but they did not fear for losing their money in the process. On contrast, the participants were trusting the companies to fix any errors that may occur in the purchase.

Previous experiences of social circles and customer reviews were apparent in both barrier and enabler related discussions. Liu et al. (2013) stated that online luxury consumers generally trust online customer reviews and that counterfeit products are seen as a threat. These conclusions resonate with this study, as participants in this study noted the possible barriers and enablers caused by customer reviews and product authenticity.

4.6. Barriers and enablers on different product categories

Barriers and enablers on different product categories were discussed by mapping first which product categories the participants used, which online stores they preferred, and how they made purchases on those online stores. The discussions gave cues that different product categories were bought on different terms. The way participants thought about product categories could be described loosely as a continuum, where the opposite ends were *items with high potential to wear out* and *long-term items with high value*. Items with high potential to wear out often included shoes and clothes, while long-term items were watches and certain handbag brands like Chanel and Hermès that were considered as investment pieces and something you might want to have in your collection for a longer period of time and that you cherish more than items prone to wear and tear.

Many participants had a similar mental categorisation for online stores and stores they used. All participants who used Facebook based marketplace like Designer Corner or general second-hand stores like tori.fi, agreed that purchasing from those sites was often impulsive and contained more risk, which is why they preferred to purchase items with less value. Those online stores were, however, more likely to carry items at the lowest price. On

contrast, reputable stores like Vestiaire Collective and Rosadora were used to find and commission something specific and of higher value. These stores also had larger variety of items available, and authentication procedure was rigorous although not always perfect.

When comparing the purchasing of different category items, the main difference was found on the approach for the item condition and the choice of online store. For items that were everyday usable items, like shoes, the participants focused more on the wear and tear of the item, and wanted to form a clear picture of what is the condition of the item before purchasing. Items that were likely to wear and tear in use were approached through mending the item either by the buyer themself or by using professional help, like in the example earlier. If the Risk in condition was perceived as too high, meaning that the expected condition of the item did not match the expectation and criteria the participant had and mending was not a viable option, the purchase would not happen.

> "I contemplate especially hard on second-hand shoes...The prices are often high (on used Hermès Oran sandals). And shoes wear out, that is why I contemplate a lot of buying shoes second-hand." -F30Helsinki

For high value items like watches, the purchase was rarely spontaneous. The purchasing process included extensive background work and required a lot of time. Finding the perfect item took time, but when the perfect piece was found, the decision to purchase was often made faster and even impulsively. In these category items, the item condition was expected to perfect or nearly perfect, opposed to items that had high potential to wear and tear. The main barriers for purchasing were the company origin and seller nationality, but the barriers on the website were also prominent. Barriers were experienced, if the user ratings were missing on the website or if the reviews were bad, and if the website was unclear. The importance of the functionality, history, and authenticity were addressed as the main criteria for the watches, as well as documentation, insurance policies and shipping. The documentation included for example original receipts and service history.

Item origin was an important factor to one participant as they discussed a recent purchase of a Chanel handbag that they wanted to make. They referred the item origin to the knowledge

on previous owner/s and receipts of the purchase as an enabler. Similarly to the previous example on watches, the higher price point which brings mental risk, and fear of counterfeit or stolen items were the suspected reasons for the behaviour when shopping specifically higher price point luxury items like watches and certain handbags. Additionally, the maintenance was important for high value items. Participants preferred brand authorised services and professionals specialised for certain brands. High-value categories like watches and handbags were often seen as risky shopping events that required a lot of background work and knowledge on the item and origin before the purchase.

4.7. The influence of consumer's background on purchase intention of second-hand luxury products online

As shown in Table 2, the demographic data collected from the participant included age, gender, education, profession, yearly income and city of residence. The participants referred to their demographic characteristics often when thinking about their purchasing history and evaluating their current and past consumption of money and fashion. Most of the participants who had purchased second-hand luxury products had specifically bought them online or used social media or online store at least at some point during their purchasing process. Therefore, the findings handle specifically online purchasing unless stated otherwise.

Most notably, the participants' income level and city of residence were a topic of discussion. Some participants also referred to maturing when discussing their relationship and experiences with second-hand luxury shopping online. Furthermore, one participant explained how their profession has changed the way they consume luxury fashion in general.

> "It has changed the way I think, I have a public profession and people see me a lot. I want to act as an example on how to consume and what. When someone asks where my clothes are from, my most common answer is that they are second-hand." -F22Tampere

The participant discussed their family background, where everything was bought new, and the brands they bought were mostly luxury. Consumer socialisation suggests that child's social and cognitive cues are cultivated according to their age and family structure, where

social cues are shaped by their parents, friends and media (Hota & Bartsch, 2019). F22Tampere recognised the early influence of the consumption culture in the family, and how later the influence had switched to the partner. The cultural context is also important when evaluating the relationship of consumer social agents in different family structures (Hota & Bartsch, 2019).

How the participants discussed their income, lifestyle, and shopping habits revealed that buying second-hand was not only means to save money on purchases, but also how they self-rewarded. Many participants agreed that their income level did not allow regular second-hand luxury or new luxury purchases. To many, the meaning of luxury was built on something out of the ordinary, day-to-day life, which also ties together the idea of purchasing second-hand luxury to themselves as a reward. As the participants attached luxury often to "something out of the ordinary life" and "something not all people have", the self-rewarding implies that it happens on occasions out of the day-to-day life.

Three participants opened up about the change in their consumption habits during the recent years. They mentioned the change as a person as the accelerator to the change in consumption habits. Spontaneous shopping was mentioned as a past behaviour, while thoughtful shopping has replaced the old ways. Careful planning of items to be purchased seemed to connect the participants. One of the participants mentioned that their view on world has changed so drastically that it has influenced also the way they consume luxury.

> "I used to buy spontaneously, not thinking about where the item comes from or how is the quality and durability, but not anymore...My thoughts have shifted, and I have decreased consumption. I value quality and buy only for a need...I used to buy new, but now it is mainly second-hand."-F22Tampere

Change towards mindful consumption stemmed here from the social influence, as the participant admitted their partner was parsimonious and that they live a public life where they might have an influence on other peoples' consumption. Another participant said that their recent family expansion has changed the way they currently consume money. The effect of social circles was evident beyond recommendations and experiences of bad purchases.

Shopping second-hand luxury items brought several sustainability viewpoints to participants' minds during the interviews. To many, the meaning of luxury blended with different sustainability aspects. Purchasing second-hand luxury items was enabled by *"recycling something that sits on a shelf unused"*, *"recycling something old"*, *"purchasing something to keep it forever"*. However, many participants confessed that although they valued sustainability and ethical viewpoints in consumption, they did not see themselves as conscious consumers as they wanted to be. Furthermore, sustainability was not always a motive to purchase luxury items second-hand although some participants explicitly expressed so. One participant argued that buying second-hand luxury items is also spiralling towards a cycle of overconsumption, much like is the case already with regular and fast fashion second-hand market, where recycling through second-hand stores is becoming so easy that people are not shopping mindfully anymore.

Changing the city of residence made a profound change in one participant's attitudes on consuming luxury altogether. The participant had moved from a small town to a bigger city, which influenced the participant's social meaning of luxury items.

> "It is fairly new to me (luxury). I am from a small town, where Zara is considered luxury fashion, because there is no Zara there...When I moved to Tampere, my perception has changed to the real luxury brands...I have bought everything second-hand."-F25Tampere

The participant also added that many of their friends have luxury items, implying that the attitudes towards luxury and second-hand luxury are important to the respondent as well as social circles. As in the previous example, the opinion of social circle has affected the way participants feel about second-hand luxury and luxury consumption.

4.8. Summary of the results

The main research question was: *What are the barriers and enablers for purchasing intention of second-hand luxury products online?*

Findings on barriers and enablers provided valuable insight to how the participants approach and purchase second-hand luxury online. Each participant found several enablers and barriers. Barriers and enablers are not mutually exclusive and their materialisation in relation to purchasing intention is diverse. They can exist in several stages in the purchasing process, they can happen simultaneously, and their emergence is not always predictable. Understanding barriers and enablers in pre-purchase, actual purchase, consuming, possessing, and disposing helps to clarify how consumers approach the complexities of second-hand shopping luxury items from an online store. External influences and personal experiences are relevant in both barriers and enablers, and therefore the experience online is not the only important matter to consider when evaluating the effects of these recognised barriers and enablers.

The recognised barriers and enablers were divided to similar categories to help recognise the high-level issue in each case. Categorisation focused on information, legal & regulatory, quality & authenticity, reputation & trust, and transaction & communication related barriers and enablers. Division to matching categories helped to match similar barriers and enablers on Table 8, although the matching was not done according to the categories, but to the meanings of the barriers and enablers. The Table 8 suggests how customers can progress in their thinking from barriers to enablers and vice versa, although not all participants provided evidence on the mental shift along the continuum that may occur.

The relationship between barriers and enablers on different product categories mainly focused on how the participants weighted the importance of each enabler and barrier depending on the product category. The participants were able to focus and give more detailed answers regarding online stores, brands, and product categories they shop, when they were asked to describe a shopping situation of a category familiar to them. Products were often placed on a continuum where the product’s durability determined how the

participant approached the shopping event. Additionally, depending on the price point of the product, the participants preferred different online stores. This also implied that the participants had different demands for enablers and sensitivity for barriers, depending on where they shopped.

The first sub-questions was: *What are the differences in the barriers and enablers of online purchasing intention for second-hand luxury products on different product categories?*

Based on the results, different product categories were bought on different terms, as items with high potential to wear out were bought with lower standards in condition, from online stores that contained risk of scamming but offered often better deals. These items were often shoes or clothes. In contrast, higher value categories like watches and handbags were bought from reputable sellers, preferably with appropriate authentication procedures, nearly perfect condition, and with documentation. Watches and handbags category items had often more enablers that the participants wanted to check before the purchase.

Certain barriers and enablers were not dependent on product category as they were recognised universally across all product categories. These barriers and enablers were often related to Information category barriers and enablers, as they prevail on all online stores and provide concrete information on the item in question. Although these barriers and enablers were found across product categories, the ways in which they were approached and evaluated varied.

The second sub-question was: *How does consumer's background impact purchase intention of second-hand luxury products online?*

Participant background included not only participants' demographic information, but also information about their lifestyle, family background, personality and social circles. The results of the study suggest that participants were driven by economic motivations the most, and that their social circles, personal growth, and city of residence has influenced their purchasing intentions on second-hand luxury products. Many participants showed high level of detail both in their online shopping habits and how they evaluated the second-hand luxury

items before purchasing. Sproles and Kendall (1986) suggested that perfectionist, high-quality conscious consumers shop prudently and in a systematic manner and that brand conscious consumers tend to purchase expensive and well-known brands. In this study, the participants did not provide examples of luxury brands beyond the brands that are very well-known amongst consumers interested in fashion. Modest or niche luxury brands were not on the radar of the participants. This may propose that the participants value status signalling to the masses through their second-hand luxury possessions, as some participants expressed that they believe luxury products represent certain status.

Regardless of the participant background, certain barriers and enablers were conspicuous. Information category barriers and enablers were present throughout all interviews, as the barriers and enablers were mostly related to the online store appearance and information it provided. Participant commitment to certain brands suggested that their shopping behaviour of second-hand luxury items was also accumulating their knowledge on the brands and certain items. This implies that some participants thought they were specialised themselves on spotting inauthentic items and did not trust as much on the authentication services that the online stores provided, unlike participants who shopped less second-hand luxury.

5. Discussion

This thesis aimed to understand how different barriers and enablers may affect the online purchasing intention of second-hand luxury products. The relationship between barriers and enablers was explored also through product categories. Additionally, consumers' background and demographic characteristics were explored to evaluate the effect on experienced barriers and enablers of purchasing. The findings from interviews revealed that participants' experience several barriers and enablers in various stages during the purchasing process. Furthermore, many of these barriers and enablers occur simultaneously and in a consecutive manner, and often their occurrence cannot be predicted. Product categories are bought on different terms, which creates different meanings for expected barriers and enablers. Finally, participants' background and demographic characteristics influenced their purchasing intention through economic motivations, but also background characteristics like social circles, personal growth, and the influence of the city of residence were important.

The chapter first focuses theoretical contributions of this study by acknowledging findings in relation to existing literature. Second, the chapter provides practical implications based on the findings and results. Lastly, limitations and future research topics are discussed.

5.1. Theoretical contributions

The findings of this thesis reveal that consumers experience barriers and enablers of purchasing second-hand luxury from online stores at different stages of the purchasing process, and often simultaneously or in a consecutive manner. For enablers, concurrency and simultaneous occurrence was evident, as some participants discussed enablers that they experienced as criteria for the purchase to happen. On contrast, barriers were often discussed as events that they may encounter but are not necessarily actively searched to be encountered. Barriers and enablers recognised in this study as well as the motives to purchase second-hand luxury items online could be reflected to the findings of Turunen and Pöyry (2019). Shopping styles for second-hand luxury products introduced by Turunen and Pöyry

(2019) benefits from closer inspection of which barriers and enablers affect consumer's purchasing intention when they are shopping online. The motives to purchase second-hand luxury items found in this study do not strictly follow the categorisation by Turunen and Pöyry (2019) but show similar themes, such as appreciation for quality, personal style, shopping as a hobby, and economic motives. However, the connections of motives, shopping styles, and barriers and enablers are beyond the scope of this research.

For the participants, the majority of the experienced barriers and enablers occurred while they were on the online store. This indicates that the online stores have the opportunity to eliminate many of the barriers, while enhancing the enablers. Website unclarity was mentioned as seemingly easy to detect as a barrier upon entering the site. Accordingly, Sproles and Kendall (1986) suggested that choice overload can confuse the consumer and lead to difficulty of making decisions. In the view of Ajzen (1991), consumer's difficulty to navigate a website can decrease the purchasing intention and perceived behavioural control. External influences like customer reviews, past experiences and recommendations were important to the participants, as several participants disclosed that they tend to use only a few online stores that they are familiar with, contradicting the findings of Turunen and Pöyry's (2019) findings that consumers are not loyal to online stores. Company image was important to participants, similar to Sihvonen and Turunen (2016). Furthermore, behavioural control and attitudes can have an effect on purchasing intentions (Ajzen, 1991), highlighting the importance of consumer's attitude towards specific online stores. The participants were often shopping through the same, familiar, stores and sometimes had even personal connections to them. Notably, personal connections happened only when the online store had physical pop-up store or showroom.

Differences of barriers and enablers in relation to product categories is influenced by several factors, including product's durability and expected lifespan, price point, and risk related to the purchase. Sproles and Kendall (1986) decision-making styles reflect on participant's purchasing intention in shopping items in different conditions and expectations of durability. Second-hand shopping extends product's lifecycle on branded products (Turunen & Leipämaa-Leskinen, 2015), as luxury products are often high in quality (Dubois et al., 2001).

For items with high value, enablers for purchasing were many, they usually related to available information on the item, and often the expectations related to the enablers needed to be fulfilled in order for the purchase to happen. Available information is an important enabler and based on Ajzen (1991), can enhance the perceived behavioural control. Authenticity, documentation and seller reputation align with Turunen and Pöyry (2019), and Wilcox et al. (2009), as the importance of authenticity was highlighted in the interview discussions. As outlined by Ajzen (1991), consumer's fear of second-hand product's inauthenticity can enhance the negative consumer attitude towards second-hand luxury purchasing online. Items with low value were often prone to risk-taking purchasing behaviour and can lead to impulsive shopping (Rook & Fisher, 1995).

Consumer's background introduced several promising topics for further inspection. The study found that consumers' demographics, motives to purchase second-hand luxury items, lifestyle, personality, and social ties had influence in different stages of the purchasing process on various levels. Turunen and Pöyry (2019) examined the shopping style dimensions according to Sproles and Kendall (1986) in second-hand luxury context, and found dimension were similar to the reasons for purchasing second-hand luxury items in this research. High-quality consciousness, Fashion consciousness, Price-per-quality consciousness, and Resale value consciousness match the findings of this research, although the angle of shopping style differs from the reasons that were examined in this research. However, the findings show that the consumers' thoughts about their motives to purchase second-hand luxury items is aligned with previous findings.

The motives to purchase second-hand luxury items varied substantially, but most participants named economic motives during their interviews. Economic and availability motives resonate with Liu et al. (2013) findings, where new luxury shoppers choose to purchase online due to price, and product availability. Economic and availability motives were also the most prominent in this study. Following Ajzen's (1991) model, economic motives that often were related to limited budgets and cost savings, support positive attitudes towards the purchase. Although none of the participants mentioned status as a driver in their consumption of second-hand luxury goods, several participants agreed that luxury items

signal certain status in social circles that appreciate certain possessions and brands. Social climbing and certain social class entry aspirations motivate second-hand luxury shopping according to Kessous and Valette-Florence (2019). The motives to purchase second-hand luxury items found in this study did not directly follow the results by Kessous and Valette-Florence (2019), who suggested that second-hand luxury products were bought on status and social climbing motives.

Both fitting in a group and not accidentally being associated with a group requires awareness of certain group-specific fashion cues (Auty & Elliott, 1998). Group-specific fashion cues are not necessarily the same as the ones that the social circle presents, but the idea shows that consumers often care about belonging and are interested in the opinion of others. Possessions may transform the belief a person has of themself if the possession acts as an extension of self (Belk, 1988). The participants were interested in the opinions of their social circles, but refused to admit that the items they shop are influenced by those groups. Existing literature suggests that social groups consumers belong to impact their brand choices on luxury brands (Grewal et al., 2004; Shavitt, 1990; Wilcox et al., 2009). As posited by Ajzen (1991), the opinion of others was not regarded as important, which refers that the influence of social norms was not significant. To the participants in this study, their own personal style weighted more in the choices of brands and models. On the other hand, the participants were highly interested in customer reviews, which indicates that subjective norms were important in that occasion, based on Ajzen's (1991) model.

As many participants confirmed that their income supported only thoughtful shopping of second-hand luxury items on special occasions, some described their purchases as rewards. According to (Kauppinen-Räisänen et al., 2014), self-rewarding with luxury items is a process that starts before the actual purchase and continues throughout the period of owning the item and is sometimes related to saving money. Reflecting on Ajzen (1991), feeling of accomplishment or need for indulgence may create positive attitudes towards self-rewarding and lead to positive attitudes towards purchasing second-hand luxury products as self-reward. Economic motives, such as sufficient budget, may assist the self-rewarding through positive perceived behavioural control, as outlined by Ajzen (1991). Although the study by

(Kauppinen-Räisänen et al., 2014) focused on new luxury items, similar attitudes were recognised also here in the case of second-hand luxury items, as participants bought second-hand luxury item as rewards, often saving money before the purchase. Unlike with new luxury items, the participants did not expect to have the same experience as they would have had if purchasing items new. The experience was not regarded important when purchasing second-hand luxury items, and not having the same experience did not decrease the importance of the reward.

Although sustainability and ethical consideration on buying second-hand luxury items were of interest for many participants, their action not aligning with their thoughts supports Carranza et al. (2022) claim that consumers have a value-action gap where they expect sustainability from companies but lack sustainable consumption habits themselves. Carranza et al (2022) suggested that lack of such alignment in values and behaviour, and motivational conflicts may cause barriers, but such construct was not found during these interviews. On contrast, the participants often believed that buying high-quality luxury items second-hand was already a sustainable act. Based on Ajzen (1991), the positive attitudes towards purchasing of second-hand luxury items online may also derive from the positive influence of perceived sustainability of the purchase. Cervellon et al. (2012) found that ecological considerations were related to second-hand shopping through bargain hunting, which is an economic motive, even though the study did not specifically cover luxury items. In this study, participant's expected ecological considerations to stem from buying something that already exists, and from the products expected long lifecycle.

5.2. Practical implications

Online purchasing continues to rise from the 2020-2022 pandemic levels, when people often had no option but to shop online. The issue of barriers and enablers in second-hand luxury online shopping has several implications. The significance of this study for the luxury sector are twofold. First, the study aims to discover which barriers and enablers affect purchasing intention. These results are useful for marketing professionals as the enablers and barriers discovered can be used to market the stores as well as develop the stores. The importance of

visual aids, such as product photos and videos should be noted, as consumers' use these mediums the most to gain knowledge on the specific item. High-quality photos that can be zoomed, and videos that have details of logos, stitches, and imperfections should be an industry standard in the future. Additionally, aids like augment reality should be utilised in the future, as consumers would like to virtually try on the items they are thinking of purchasing.

Risk of inauthenticity and risk of scam create barriers to consumers. Through website and app development, companies should be able to decrease the risk of scam substantially, if the online stores required strong electronic identification from each user. Solving inauthenticity concerns is problem for the whole fashion and retail industry to solve, and companies like Chanel have already replaced serial number stickers with microchips (Kikemonk, 2021). Marketing professionals can use this study to deepen their knowledge on consumer behaviour to improve store user experience and design, as well as make the messaging more tailored to solve the issues barriers pose. Furthermore, the study provides valuable insight of the consumers' background that can be used by companies to form their own market research.

Second, as the governmental bodies globally are increasingly focused on promoting responsible consumer practices, this study contributes to the discourse and guide policy makers in the luxury retail market. Current growing trend of transparency and sustainability should drive policy makers to facilitate regulations that would make buying second-hand items even more popular and safe. Additionally, as the use of artificial intelligence increases in online retail environments, the regulations around the topic are going to have an effect in the way online retailers operate. The safety of consumers should be prioritised in each dimension while realising the potential of artificial intelligence in retail. The sustainability and ethical issues related to inauthentic luxury items and stolen luxury goods should be noted also by store operators and governmental bodies. The increase in stolen luxury goods has created a need for the luxury brands to create registers for owners to report their items stolen. Beyond second-hand market, luxury brands should raise consumer interest, educate, and

develop item identification technologies to make shopping second-hand luxury purchasing safer.

Cervellon et al. (2012) suggested that brands like Ralph Lauren could sell their own vintage pieces in their stores. The concept has already been adapted by retailers, implying that selling second-hand items is something all luxury brands should consider in the future in order to cater their clientele better and to attract new customer segments also online. Brands selling their own second-hand items online would increase consumer trust in terms of product authenticity and price to condition ratio, also giving brands an opportunity to repair items that need care, and control second-hand market prices and brand image better. The change from Internet resistance to own online stores that luxury brands have gone through in less than two decades shows slow but evident shift of brands need to accommodate new consumer segments.

5.3. Limitations and future research

Although the study provided timely review for second-hand luxury online shopping, the study could not avoid some limitations. Due to the strict time frame of the study, the number of interviews was limited and therefore, the full potential of the study was partly missed. The data could have benefitted for more participants with different demographics, as well as different backgrounds and experience in second-hand luxury purchasing. Not all product categories were presented equally in the interviews, which should be noted. Although including several product categories into the research both made the topic more tangible to the participants and provided separation in several discussions regarding barriers and enablers, the sample size was not large enough to reach saturation on the matter.

The exploration of barriers and enablers lead to new issues to be solved in future research. The importance of the barriers and enablers could be studied further by examining the weight of each barrier and enabler through quantitative research. Additionally, the relationships and emergence of several barriers and enablers could be studied to understand better the

connections barriers and enablers have with each other, as Table 8 about Compatible Barriers and Enablers introduces the compatibility of barriers and enablers. How barriers and enablers occur in purchasing situations is also a complex matter. Although this study provided examples of co-occurring barriers and enablers, to form a theoretical framework would demand a more defined approach to the topic in order to clarify how the barriers and enablers co-occur alone and with each other, and when. For deeper analysis of barriers and enables' sequential nature or simultaneous occurrence, a different study method could be utilised.

The concern of lack of loyalty on online stores was raised by Turunen and Pöyry (2019) and could benefit from further studies, as the topic has practical managerial importance. While loyalty to brands is greatly studied in luxury literature, the possible changes or transfers in loyalty are not familiar when the luxury brand items are bought second-hand. The relevancy is highlighted as second-hand luxury stores online often offer a variety of brands to the consumers. This study showed evidence that the participants were loyal to the online stores they bought their second-hand items from, as they valued previous good experiences.

Second-hand luxury products can be more expensive than their original monetary value or what their current market value bought first-hand could be. Time is also a relevant determinant when studying the second-hand luxury market. According to Cervellon et al. (2012), the prices of first-hand and second-hand luxury products were a differentiating factor. Applicability of this thought has diminished over time, as the prices of second-hand luxury products often exceed the original purchasing value or even the current market value for a new similar product. This phenomenon could be studied in the future, as some luxury brands already have waitlists and quotas for their products, driving the prices up on the second-hand market for easier, although pricier, access for consumers.

Second-hand fashion literature is already utilising new business models like renting, lending, and swapping This research explores only second-hand luxury items purchasing intention online, but as the meaning of ownership is changing for the younger generations, this study could also be utilised in the future for studies on lending and renting stores of luxury items. Research by Turunen et al. (2020) revealed that not all second-hand luxury sellers are

second-hand luxury buyers, creating an interesting opportunity to research the different seller and buyer personalities altogether and extend the interest also to renting and lending. Renting and lending may cause barriers and enablers on both ends and have differences in product categories. Especially, the findings of this study on the meaning of product durability and usage on items with high potential to wear out and long-term items with high value could be utilised to study how renting and lending businesses could cater to consumer needs better.

For the academic community, this study provides new motivation to further explore the consumer behaviour online on different second-hand luxury stores. Finding key factors that create barriers for purchasing or enable purchasing provides a solid foundation for further studies on consumer behaviour on second-hand luxury online stores. The study also provides grounds for different second-hand luxury online store studies and how different modes of selling, by B2C (business-to-consumer) and C2C (consumer-to-consumer) or P2P (peer-to-peer), effect on experienced barriers and enablers. The multifaceted field of second-hand online stores requires a wide understanding of strengths and shortcomings of each business model in relation to different customer segments who are interested in second-hand luxury fashion and different product categories. The findings in this study suggest that the topic needs attention from the academic community in the future, as more consumers are interested in purchasing their luxury items second-hand from online stores.

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Appendices

Appendix 1

Interview Guide

The questions were translated and adapted to Finnish for the interviews.

Introduction of the topic and practicalities, including Form of Consent (Appendix 2).

Participant background questions:

- Age
- Gender
- Education
- Profession
- Yearly income (rounded to the nearest 5k)
- City of residence

Shopping background:

- What is luxury?
- What does luxury fashion mean to you?
- Do you own any luxury fashion products and what kind?
    - (If yes,) have you ever purchased luxury fashion products second-hand?
        - (If yes,) where have you bought them and what have you bought?
        - (If you have not bought second-hand luxury fashion items,) have you considered purchasing items?
        - What could make you purchase second-hand luxury items online?
- What kind of relationship you have with online shopping?

    - How familiar you are with different online platforms that sell second-hand luxury items?
        - Any favourite platforms, why?
- What motivates you to consider purchasing second-hand luxury items online?

Barriers and Enablers:

- Can you describe your typical shopping experience on second-hand luxury items (*after the interviewee has signalled that they have either bought or have been close to purchasing).*
- In what kind of situations, you end up browsing or shopping second-hand luxury stores online?
    - *Find out if it is spontaneous*
- Can you describe any barriers or challenges you have encountered when considering purchasing second-hand luxury items online?
    - What conditions facilitate or enable your decision to purchase second-hand luxury products online?
    - Any specifically good or bad experiences?
- Have you noticed any differences in these mentioned barriers and enablers when you have been shopping for different items or on different stores?
- What criteria for the online store or seller do you have when shopping second-hand luxury items online?
- What criteria for the products do you have when shopping second-hand luxury items online?

Question reflecting on TPB:

- What factors influence your overall attitude towards buying second-hand luxury items online?
    - Have your previous shopping experiences shaped your attitudes?

- How do you perceive the social acceptability of buying second-hand luxury items online within your social circle or community?
    - How do your friends, family, or for example social media influencers affect your purchasing intention of second-hand luxury products online?
    - (Are there someone whose opinions about buying second-hand luxury items online you value or consider?)
- What factors do you believe have the greatest influence on your ability to purchase second-hand luxury items online?
- How confident are you in your ability to navigate online platforms and make informed decisions when purchasing second-hand luxury items?
    - Are there any external factors or barriers that you feel limit your ability to purchase second-hand luxury items online?

Closing questions:

- How would you improve the online shopping experience of second-hand luxury products?
    - How would you like to shop second-hand luxury items online in the future?
- Is there anything else you would like to share about your experiences with purchasing second-hand luxury items online?

Appendix 2

Form of Consent

Evolving Consumer Behaviour: Exploring Second-hand Luxury Fashion Purchasing Online
Author: Roosa Antinoja

This form of consent is read to you, interviewee, in the beginning of the interview. You agree to this form of consent by answering "I agree to the terms of this research", after the terms have been presented to you by the interviewer, Roosa Antinoja. By agreeing this consent form, you agree to participate in the study. This study concerns consumer purchasing intention when purchasing second-hand luxury fashion products online. The interview will be recorded and saved on Microsoft Office cloud service for the duration of the research process, additionally, the recordings will be transcribed by using third-party software. The interview recordings are handled with discretion and not shared outside the LUT University organisation without the interviewee's consent. The interview recordings are used as data that is analysed according to the research's purpose. You remain anonymous throughout this study, but your demographic variables are used for identification of your interview throughout the research, for example M31Helsinki (Gender, age, city of residence). This study is conducted by Roosa Antinoja from LUT University. The Form of Consent and Data Protection Notification are emailed to the participant.

Consent: I have listened and understood the description of the study above and I am aware of the procedure. I am not forced to participate in the study, and I am answering the questions truthfully. I give the interviewer full rights to keep and use this recording in the ways mentioned, and I renounce my ownership of the recording of the interview.

Date and time

Appendix 3

Code Book

Code Book			
CODE	Meaning	Quote example	Quote ID
Theme: Motives for buying second-hand luxury items			
Availability motive	Purchasing second-hand luxury items due to the availability of specific products or brands on the second-hand market. Consumers may choose to buy second-hand due to limited availability of certain items in the primary market, or to access discontinued or rare luxury goods.	*“Chanel is not sold in Finland; you can’t just go to a store and get a new one.”*	F30Helsinki
Design motive	choosing to buy second-hand luxury items to reduce consumption and waste.	*"I'd like to add that I'm also interested in the aesthetics and quality, primarily."*	F30Helsinki
Ecological motive	Purchasing second-hand luxury items to reduce environmental impact and promote sustainability.	*"There's a nature aspect in it...It's an ecological choice."*	F60Hamina
Economic motive	Purchasing second-hand luxury items due to financial constraints or to save money.	*"To me biggest reasons is probably to get it cheaper than new."*	F35Helsinki
Experience of newness	Seeking the thrill of making a new purchase while still buying second-hand items.	*"It's not completely new, but it's new to you. It brings you the experience anyway."*	F22Tampere
Hobby	Purchasing second-hand luxury product is part of a hobby of collecting certain luxury items, new and second-hand.	*“It’s a hobby to me, just a hobby. I like to read and learn about them and also be part of communities.”*	M28Espoo
Investment motive	Purchasing second-hand luxury items as a form of investment or potential appreciation in value.	*"They're investments. One could say that when I buy an item, I think about the value retention and if the value will increase."*	F22Tampere
Likes the look of patina	Preferring the worn and aged appearance of second-hand luxury items.	*"Some items look better with patina."*	F35Helsinki
Need motive	Purchasing second-hand luxury items out of necessity or practicality.	*"I buy them to use, that's one reason I buy them. It's that they make my everyday life easier."*	F32Kotka
Overconsumption motive	Choosing to buy second-hand luxury items to reduce consumption and waste.	*"As I've got older, I've woken up to overconsumption. Even though I like online shopping, I try to think that is this reasonable...Today people talk about it a lot, also in the recent years."*	F25Tampere
Personal style motive	Selecting second-hand luxury items that align with personal taste and style.	*"I know what suits me and often I notice that something that I've liked years ago and not bought still haunts me. Then I know that if I come across it, I can buy it."*	F32Kotka
Quality motive	Valuing the superior quality and craftsmanship of second-hand luxury items.	*"That's why I buy vintage, the quality is so much better."*	F22Tampere
Resale motive	Purchasing second-hand luxury items with the intention of reselling them later.	*"I like to think that when I buy it in good condition and take good care of it, I can always sell it away."*	F25Tampere

Rewarding motive	Finding satisfaction or enjoyment in purchasing second-hand luxury items.	*"I could say that I reward myself and buy things."*	F22Tampere
Theme: Barriers			
Abundance of items online	Feeling overwhelmed by the large number of available items when browsing online platforms for second-hand luxury items.	*"I don't like when there is everything available...The scale of stuff is huge...I'd like to see more limited assortment..."*	F32Kotka
Bad photos	Poor quality or unclear images of the second-hand luxury items provided on the online platform.	*"Often even though the product might be interesting, the photos are not pleasing for the eye, not taken carefully. That might cancel my purchasing process."*	M37Helsinki
Bad reviews	Negative feedback or reviews from previous customers about the seller or the quality of the second-hand luxury items.	*"Especially in watches, bad reviews are revealed fast in the conversations."*	M37Helsinki
Company origin	Concerns about the origin or location of the company or online platform selling the second-hand luxury items.	*"First, I wouldn't buy from Russia. Nor would I buy luxury items online from China either."*	M37Helsinki
Consumer protection laws	Uncertainty about existing consumer protection laws or regulations related to online purchases of second-hand luxury items, when items purchased outside of Finland.	*"In Catawiki, if the item comes from European Union, then it's under EU laws to secure the purchase. But if it comes from Japan then there isn't. There are risks...It can impact my decision, if it comes from Japan versus from Sweden..."*	F25Tampere
Difficulties in communication	Challenges or obstacles encountered when trying to communicate with the seller or online platform.	*"If I'm buying from a private person, then maybe the type of difficulty that the transaction doesn't seem fluent, if I ask for photos and then they are bad..."*	F25Tampere
No experience in social circle	Lack of personal recommendations or experiences shared by friends or acquaintances about purchasing second-hand luxury items online.	*"I don't know if would dare to buy anything, if none of my friends or acquaintances haven't bought there."*	F25Tampere
No price visible	Inability to see the price of the second-hand luxury items listed on the online platform.	*"It's my Finnish nature that I don't want to ask for prices, I'd rather not buy it unless it's something I really want. The price needs to be displayed well."*	F25Tampere
No user ratings	Absence of user ratings or feedback for the seller or the second-hand luxury items listed on the online platform.	*"I don't buy from people who don't have any ratings."*	F22Tampere
Risk in condition	Concerns about the condition or quality of the second-hand luxury items being sold online.	*"I hesitate if the product looks the same as in the pictures."*	F22Tampere
Risk of future value	Concerns about the potential depreciation or loss of value of the second-hand luxury item over time.	*"If my intuition says no (it's a bad investment), I have to be sure, like 150% sure."*	F22Tampere
Risk of inauthenticity	Suspicions or doubts about the authenticity or genuineness of the second-hand luxury items.	*"I have been hesitant if the product is authentic, according to the item description."*	F60Hamina
Risk of scam	Fears or apprehensions about falling victim to a scam or fraudulent activity when making a purchase online.	*"It's really hard for me to trust that I'm being sold exactly what I think the item is...There are so many scammers."*	F22Tampere
Risk of stolen goods	Concerns about the possibility of purchasing stolen or illegally obtained second-hand luxury items.	*"I know people whose items have been stolen so I often think about the origin of the products if I'm shopping second-hand luxury."*	F60Hamina
Seller is vague	Lack of transparency in the information provided by the seller about the second-hand luxury items.	*"Maybe the seller has been vague."*	F60Hamina

Seller nationality	Concerns or preferences related to the nationality or location of the seller offering the second-hand luxury items.	*"...maybe the seller's name and nationality also effects, these types of things I pay attention to."*	M37Helsinki
Shipping	Challenges, fears or uncertainties related to the shipping process of the second-hand luxury items purchased online.	*"I don't trust the postal service; I've worked there before."*	F22Tampere
Suspicious item description	Doubts or concerns arising from the description of the second-hand luxury item provided by the seller, which may seem questionable or misleading.	*"The text wasn't fluent or didn't feel trustworthy, there was something that made me suspicious."*	F60Hamina
Website unclarity	Lack of clarity or confusion about the layout, navigation, or information presented on the website selling the second-hand luxury items.	*"Vestiaire is so full of content that sometimes I exit just because of it's just too much on some days."*	F32Kotka
Theme: Enablers			
Another company is the seller	Situations where the seller of the product is a different company or entity than the one offering the platform to sell. In some cases, consumers may perceive this as a positive aspect, indicating that a reputable or trusted company is involved in the transaction.	*"Vestiaire has a lot of German and British companies that have physical stores, but they sell items also through Vestiaire. Somehow I think it makes it double authenticated."*	F30Helsinki
Authentication service available	Option to utilize an authentication service provided by the online platform to verify the authenticity of the second-hand luxury items.	*"I like that there's a paid service to authenticate the item. To make sure it's even somewhat resembling the sales ad..."*	F32Kotka
Best price	Assurance of obtaining the most competitive or favourable price for the second-hand luxury item compared to other platforms or sellers.	*"I need to find the best price. That's the biggest job."*	F22Tampere
Company image	Denotes the positive perception or reputation of the company in the eyes of consumers, which may encourage them to make a purchase based on their favourable impression of the brand.	*"It's the biggest company as far as I know so it felt trustworthy."*	F30Helsinki
Company lawfulness	Represents the assurance or perception of existence, legality and compliance with regulations by the company, which builds trust and confidence in consumers, facilitating their decision to engage in transactions.	*"I must say that I'm more focused on the big picture and rarely read any fine print. I want to trust that companies are acting accordingly."*	F30Helsinki
Full set	Item includes original packaging, receipt of purchase, and possible authentication documents.	*"I'm aiming for original receipt. And original packaging and dust bag etc."*	F30Helsinki
Good customer references	Positive feedback or recommendations from previous customers about the seller or the quality of the second-hand luxury items.	*"I don't know, maybe I'm more convinced by others' references than authentication services. Those are not 100% trustworthy."*	M29Helsinki
Honesty	Perceived trustworthiness and integrity exhibited by the seller or the online platform in their transactions and communication.	*"The honesty in that giving the buyer a chance to evaluate if the item is worthy as it is, and as described. I think it might also be Finnish to be gullible and trust in honesty."*	F32Kotka
Item maintenance by previous owner	Evidence or assurance that the second-hand luxury item has been well-maintained or cared for by the previous owner.	*"I think that it means so much to me that if you take care of something you love, then you can write (to the description) that the item has been aired or never washed. That's something that proves to me that you value the item and materials (cashmere)."*	F32Kotka
Item origin	Information or disclosure about the origin or history of the second-hand luxury item, providing insight into its authenticity or value.	*"...If it has the receipt, then you know that someone has purchased it at some point and then you know when it was bought*	F60Hamina

		and the age as well...And that it is not stolen."	
Item photos	High-quality and clear images of the second-hand luxury item provided on the online platform, allowing for detailed inspection.	*"I want to see all the flaws in the photos that the item has, and often the flaws that the used items have are not something that make me back off from buying."*	M37Helsinki
Item videos	Video content showcasing the second-hand luxury item from different angles or perspectives, offering a more immersive viewing experience.	*"I absolutely would like to see clear, slow-mo video from all around the item so that I'm able to evaluate if there's something to discuss about the item."*	M37Helsinki
Payment methods	Various options available for making payment for the second-hand luxury item on the online platform, offering flexibility and convenience.	*"In an online order I'd like to use credit card or PayPal...Or maybe wire transfer or MobilePay if the price is not high. Then MobilePay."*	M29Helsinki
Positive experience	Previous positive experiences, either by the consumer themself or shared by other users or customers about shopping for second-hand luxury items on the online platform.	*"Maybe that I've experienced the opposite side (selling) as easy. Maybe that increases trustworthiness."*	F32Kotka
Price / Condition	Price to condition ratio that the buyer thinks is acceptable.	*"I just bought Alexander McQueen shoes from online. They were in a muddy shape and cost 40 euros. Real price is maybe 400-500 euros. I went to see the cobbler to find out if he could fix them."*	F22Tampere
Price history	Refers to the historical pricing information available to consumers, which may include details such as previous sale prices, price trends over time, or comparisons with competitors' pricing, aiding consumers in making informed purchasing decisions.	*"I think one of the best is Chrono24, because you can see the price history for high and low prices, and an average."*	M29Helsinki
Resale possibility	Likelihood or opportunity to resell the second-hand luxury item in the future, offering potential returns or recouping of investment.	*"There are also items from which I know I'm going to get profit. I've also bought some things thinking that even if I don't use it so much, I know I'm going to get more money out."*	F35Porvoo
Seller is Finnish	Preference for the seller or the online platform to be based in Finland, providing familiarity and trust for the buyer.	*"To me trustworthiness also comes from being Finnish...To me it's important that I can trust the seller."*	F60Hamina
Staff names on authentication labels	Presence of staff names or identifiers on authentication labels or certificates, adding credibility and accountability to the verification process and giving the process “a face”.	*"...They have professionals working, who write to the tags that this item has been evaluated and inspected by them (name)."*	F25Tampere
Supervision	Oversight or monitoring provided by the online platform during the transaction or purchase process, ensuring safety and security.	*"Maybe some supervision. I don't know how it happens, but it should have some. Or maybe to develop some governmental supervision..."*	F60Hamina
Terms and conditions	Clear and transparent terms and conditions outlined by the seller or the online platform regarding the purchase of second-hand luxury items.	*"I usually look at them pretty closely (terms and conditions), especially if the store is new or I'm purchasing for the first time."*	F25Tampere
The company as the seller	Preference for the second-hand luxury item to be sold directly by the company or brand, offering reliability and authenticity compared to seller being a regular consumer.	*"I'm more trustful to companies selling than private persons selling."*	F30Helsinki
Time pressure	Sense of urgency or limited time availability for purchasing the second-hand luxury item, prompting quicker decision-making.	*"...That's why (because of time pressure) I usually make a reservation and then start to look for more information."*	F30Helsinki
Trackable purchasing process	Ability to track or monitor the progress of the purchasing process, from placing the order to	*"When I made the first purchase, I noticed what I appreciated. It was like you could see all the time where the*	F32Kotka

	delivery, providing transparency and peace of mind.	*process was. Item sent, green dot, fetching the product, evaluate if the product is ok, green dot."*	
User ratings	Ratings or feedback provided by previous customers about the seller or the second-hand luxury items, influencing buyer confidence.	*"Then I noticed on the seller profiles that when they have sold enough of items, they get this credit or stamp to their profile. Then I looked through what does it require to get such a credit."*	F32Kotka
Video call	Option to conduct a video call with the seller or the online platform to view the second-hand luxury item in real-time and ask questions.	*"I'd like to have a video call with the seller so they can introduce the item."*	F35Porvoo
Website clarity	Clear and easy-to-understand layout, navigation, and information presented on the website selling the second-hand luxury items.	*"The site should be functioning and easy. Some stores are laborious and bad. It should be easy to use, fast, functioning. So that I can browse and look for things easily. It's important."*	F60Hamina
Who are the users	Understanding of the target audience or users of the online platform selling the second-hand luxury items, providing insights into buyer preferences.	*"I like having authenticated users, or the strong electronic identification for users. Some kind of system would be good, it would require more effort to create a profile."*	F32Kotka