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ONLINE SECONDHAND LUXURY SHOPPING: A SUSTAINABLE AND ACCESSIBLE TREND

İbrahim Halil EFENDİOĞLU¹

Abstract

The allure of luxury fashion is increasing daily, but the high price tags make this field accessible only to a minority group. However, luxury shopping has undergone a significant transformation with the emergence of online secondhand markets. This change not only facilitated access to high-quality fashion but also aligned with the global sustainability movement. Online platforms catering to secondhand luxury items have garnered significant attention recently. The most sought-after luxury products in these online markets include clothing, bags, shoes, accessories, and unique designs. The increased accessibility to these products has brought forward the sustainability and ethical aspects of secondhand shopping. The environmental impact of continual production in fast fashion and the luxury industry is increasingly under scrutiny. Consumers are becoming more conscious of the consequences of supporting an industry that generates excessive waste and carbon emissions. Secondhand luxury shopping is positively viewed as extending the lifespan of high-quality products and reducing the demand for new production, thus contributing to sustainability. One of the significant advantages of online secondhand luxury shopping is the ability to access a vast inventory from the comfort of one's home. Platforms like The RealReal, Vestiaire Collective, Rebag, Dolap, Oggusto, Gardrops, Givin, Secondi, and Beymen Reborn curate verified and high-quality products, contributing to sustainable fashion by offering a seamless shopping experience. These sites address concerns about reliability and authenticity that buyers might have had. Furthermore, the secondhand market not only allows individuals to buy but also to sell their used luxury items. This circular economy encourages sellers to earn money by giving a second life to their once-loved possessions while organizing their closets. This presents a win-win scenario, promoting sustainability and offering financial incentives. The trend of secondhand luxury shopping has found increased support among younger generations. Leading the way in sustainability and conscious consumption, Generation Y and Z prefer unique, vintage, and sustainable products. These younger demographics view secondhand luxury not just as an accessible route to high-quality brands but also as an expression of personal style and ethical values. Moreover, the COVID-19 pandemic accelerated online shopping, making the digital market a primary destination for luxury secondhand shopping. Limitations and restrictions on physical store experiences made the convenience, safety, and extensive options offered by online platforms even more attractive for secondhand luxury shopping. However, challenges persist in online secondhand luxury shopping. The risk of counterfeit products continues to raise concerns despite efforts to authenticate items. Additionally, size issues, condition disparities, and the inability to physically inspect items before purchase can deter potential buyers. Nevertheless, continuous technological advancements in authentication methods, detailed product descriptions, high-quality images, and flexible return policies address these challenges, ensuring a safer and more reliable shopping experience. The rise of online secondhand luxury shopping represents a significant shift in the fashion industry, not only in terms of accessibility but also in embracing a more sustainable approach to consumption. With the growing demand for environmentally conscious and economically accessible luxury, these platforms are poised to shape the future of fashion retail. The amalgamation of luxury, accessibility, and sustainability doesn't just symbolize a shopping revolution but also underscores a responsible consumption approach aiming for a more sustainable future.

Keywords: Second Hand Luxury Shopping, Sustainability, Second Hand Online

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1. Introduction

Luxury shopping is a consumption mode preferred by those seeking quality, brand consciousness, and prestige (Siu et al., 2016). The exorbitant prices of luxury items and their accessibility limited to a specific demographic have brought the concept of online second-hand luxury shopping to the forefront in recent years. Online second-hand luxury shopping is often chosen to acquire high-quality and branded products at more affordable prices. This shopping method provides consumers with access to luxury items within their budgets and promotes a sustainable consumption pattern. Second-hand luxury shopping extends the lifespan of high-quality products and restricts the demand for newly produced luxury items. Another advantage is the extensive inventory available to consumers (Turunen & Pöyry, 2019). The second-hand clothing market alone reached a sales volume of \$171 billion in 2022 and is projected to reach \$351 billion by 2027 (Smith, 2023). Moreover, the COVID-19 pandemic has accelerated online shopping and elevated online luxury second-hand shopping as a target (Halter & Nam, 2022).

Among the most preferred platforms in the market are The RealReal, Vestiaire Collective, Rebag, Sellier, Lampoo, 1stDibs, Rites, Retold, eBay, Vinted, HEWI, Harper's Bazaar, Reluxe, and Depop. Online platforms such as Sahibinden, Dolap, Gardrops, Beymen Reborn, ModaCruz, Oggusto, Givin, and Secondi are also favored in Turkey. These platforms curate quality products, providing quick access to a sustainable shopping experience (Boyner Group, 2018; Chan, 2023; Ducasse et al., 2019; Partal, 2022; Onur, 2020). Additionally, some platforms allow individuals to sell their used luxury items, encouraging sellers to give a second life to luxury products and earn money. Thus, the system operates on a win-win scenario with a different perspective (Turunen et al., 2020).

The trend of second-hand luxury shopping has garnered more support among younger generations. The popularity of second-hand luxury items is increasing among Generation Y and Generation Z, who are more willing to purchase them than older consumers (Aycock et al., 2023). The sustainability-conscious Generation Y and Z show greater interest in these products (Smith, 2023). These generations view second-hand luxury not only as an accessible way to high-quality brands but also as an expression of environmental awareness and ethical values (Aycock, 2021; Samba, 2021).

Purchasing second-hand luxury branded products often allows consumers to acquire them at a cost below their original prices. Additionally, certain luxury brand items, particular collection pieces, or limited-edition products can be appreciated over time. In addition to these benefits,

second-hand shopping is a way to use resources more efficiently and reduce waste production (Sun et al., 2021). However, some challenges persist in online second-hand luxury shopping. Mainly, concerns such as the risk of counterfeit products, promotional issues, and excessive wear of items create unease among consumers. Additionally, the inability to physically examine products before purchasing can discourage potential buyers (Lou et al., 2022).

While studies are addressing second-hand luxury items in the literature, the limited number of publications on consumers engaged in online second-hand luxury shopping motivates this study. The purpose of this research is to provide an in-depth exploration and synthesis of the topic of online second-hand luxury shopping by seeking answers to the following questions:

- In research focusing on online second-hand luxury shopping in the Scopus and Web of Science databases, what trends have emerged in the literature, and what are the critical focus areas?
- What research methods have been employed in online second-hand luxury shopping studies in the Scopus and Web of Science databases?
- What gaps exist in the literature on online second-hand luxury shopping in the Scopus and Web of Science databases, and what recommendations can be made for future studies?

In line with these objectives, this study will examine consumer behaviors in online second-hand luxury shopping and retailers' marketing strategies from different perspectives using the systematic literature review method. Based on the findings, recommendations will be provided for both marketers and future academics in this field.

2. Conceptual Framework

The allure of luxury brands, driven by quality and brand recognition, has increased the popularity of online second-hand luxury shopping in recent years. In this shopping mode, consumers can easily buy and sell used goods through online platforms, and businesses can participate in various scenarios (Turunen et al., 2018). The behavior of purchasing second-hand luxury items is associated with social ascent, environmental concerns, brand, price, quality, and unexpected gains (Kessous & Valette-Florence, 2019). Additionally, economic reasons, fashion interest, leisure, the curiosity of younger individuals in luxury shopping, and ecological concerns contribute to making this trend more contemporary (Valaei et al., 2023). Factors such as eco-consciousness and brand value also significantly influence this shopping behavior (Cernicova-Buca, 2022). On the other hand, the online second-hand shopping experience

positively affects attitude, trust, and intention to repurchase (Padmavathy et al., 2019). Loyalty intentions towards collaborative redistribution platforms also positively impact brand loyalty intentions (Swapana & Padmavathy, 2018).

Second-hand luxury shopping is rapidly growing due to digital developments, the pandemic, and generational preferences. Another reason for the significant growth of second-hand luxury product sales is sustainability. Consumer concerns about sustainability reshape perceptions and contribute to the development of the second-hand luxury fashion market. In the luxury fashion market, Generation Y and Generation Z purchasing decisions align with sustainability. These generations are more conscious of the negative environmental impact of luxury product production (Alves, 2023). Shifts towards more sustainable consumption drive second-hand luxury and vintage sales growth. For example, the fashion industry in the UK faces challenges such as resource scarcity that necessitate sustainable business practices. Second-hand products directly address the need for sustainable business practices in the face of environmental concerns. Understanding customer expectations and perceptions in second-hand luxury retail is crucial for customer satisfaction and profitability (Ryding, 2017).

Furthermore, the motivations of Generation Y and Generation Z in second-hand luxury fashion shopping differ in perceived values. From this perspective, economic, critical, fashion, and status-seeking motivations significantly influence the perceived value of online second-hand luxury fashion shopping. However, hedonic motivation does not have a significant impact on perceived value. Therefore, online second-hand luxury fashion retailers focus on trend-focused products for Generation Y and Generation Z consumers (Aycock, 2021). For instance, in their study, Jain & Rathi (2023) proposed a conceptual model based on the target framing theory to understand the intentions of Generation Z to purchase second-hand luxury items. The researchers provided empirical evidence of second-hand luxury consumption as an environmentally friendly behavior. They offered insights into young consumers' motivations and purchase decisions in a developing economy context. They also examined the role of egoistic and altruistic values on consumer attitudes, subjective norms, and risk perceptions. According to their results, egoistic and altruistic values significantly influenced Generation Z's attitudes and subjective norms toward purchasing second-hand luxury goods. Additionally, the consumer's perceived readiness was significantly influenced by attitudes but did not directly affect purchase intentions. Regarding risk perceptions, mainly when risk perception was low, it softened the relationship between subjective norms and the consumer's perceived readiness.

The study emphasizes the complexity of second-hand luxury consumption in a developing economy and contributes to understanding the environmentally friendly behaviors of young consumers.

3. Methodology

In the study, a systematic literature review method was employed. The systematic literature review method is a popular research approach that critically examines and analyzes the literature on a specific topic (Liberati et al., 2009). The literature review was conducted in October 2023 using the Web of Science and Scopus databases. The search used the keywords 'online,' 'second-hand,' and 'luxury.' For this review, the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines, as suggested by Moher et al. (2009), were utilized to identify and select academic publications that could be considered for full-text examination. Only academic publications written in English were included in the study. Accordingly, as shown in Figure 1, a total of 25 publications were identified, with 11 publications in Web of Science and 14 publications in Scopus.

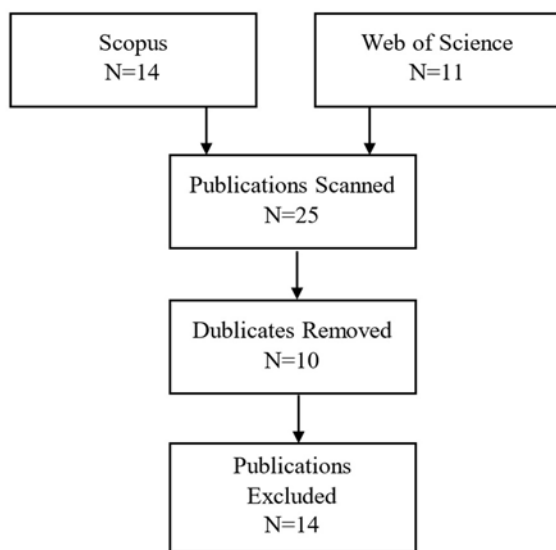


Figure 1. Databases search results

Subsequently, ten duplicated publications were removed from both databases. Additionally, one publication was excluded from the research based on inclusion and exclusion criteria. The inclusion and exclusion criteria are outlined in Table 1. Of the identified publications, 12 are articles, and 2 are conference papers.

Table 1. Inclusion and Exclusion Criteria

Inclusion Criteria	Exclusion Criteria	Reason
Web of Science and Scopus databases	Other databases	Reliability of databases
Articles and conference papers in Web of Science and Scopus	Books and book chapters on Web of Science and Scopus	Offering a more comprehensive perspective on the literature
Title, abstract, and keywords include the words “online,” “second hand,” and “luxury.”	Publications that do not contain the words “online,” “second hand,” and “luxury” in the title, abstract, and keywords	Going beyond the purpose of the research
Publications focusing on consumer and marketing in online second-hand luxury shopping	Çevrimiçi ikinci el lüks alışverişte tüketici ve pazarlama alanına odaklanmayan yayınlar	Being outside the scope of the research

4. Results

The marketing landscape surrounding online second-hand luxury shopping is dynamic and multifaceted. Analyzing marketing strategies employed by industry players, this review explores how businesses communicate the value proposition of pre-owned luxury items to consumers. Additionally, it investigates the role of digital platforms, social media, and influencer marketing in shaping the perception of second-hand luxury as a viable and desirable option. Understanding consumer behavior is crucial in deciphering the success of this trend. The literature review examines factors influencing consumers' decisions to engage in online second-hand luxury shopping. It explores the psychological motivations, social influences, and perceived benefits that drive consumers toward sustainable and accessible luxury consumption.

The year of publication, authors, titles, and sources of the publications included in the research are presented in Table 2. Prominent concepts in the publications include sustainability, fashion, perceived value in consumer behaviors, technology, interaction design, geographical and cultural differences, collaborative consumption, and the sharing economy.

Tablo 2. Araştırmaya Dahil Olan Yayınlar

Year	Authors	Publication Title	Source
2017	Cassidy, T.D.	Conceptualizing Sustained High-Quality Fashion Products in a Devalue-Dominated Marketplace	Fashion Practice
2019	Zampier, R.L., De Farias, R.C.P., Pinto, M.R.	Authenticity in discursive practices of the online market for second-hand luxury clothing	Qualitative Report
2019	Turunen, L.L.M., Pöyry, E.	Shopping with the resale value in mind: A study on second-hand luxury consumers	International Journal of Consumer Studies
2020	De Maio, B., & Coste-Manière, I.	The Impact of COVID-19 on Consumer Behavior in the Luxury Industry.	International Conference on Multidisciplinary Research
2020	Neerattiparambil, N. N., & Belli, S. M.	Why rent a dress?: A study on renting intention for fashion clothing products.	Indian Journal of Marketing
2021	Arrigo, E.	Collaborative consumption in the fashion industry: A systematic literature review and conceptual framework.	Journal of Cleaner Production
2021	Qi, W., & Yang, P.	Research on the Interaction Design of Mobile APP for Second-hand Luxury Goods Transaction	4th International Conference on Artificial Intelligence and Big Data (ICAIBD)
2022	Lan, L. H., & Watkins, J.	Pre-owned fashion as sustainable consumerism? Opportunities and challenges in the Vietnam market	Journal of Fashion Marketing and Management: An International Journal
2022	Lou, X., Chi, T., Janke, J., & Desch, G.	How do perceive value and risk affect purchase intention toward second-hand luxury goods? An empirical study of US consumers	Sustainability
2022	Slaton, K., & Pookulangara, S.	The Secondary Luxury Consumer: An Investigation into Online Consumption	Sustainability
2023	Aycock, M., Cho, E., & Kim, K.	"I like to buy pre-owned luxury fashion products": Understanding online second-hand luxury fashion shopping motivations and perceived value of young adult consumers	Journal of Global Fashion Marketing
2023	Kim-Vick, J., & Yu, U. J.	Impact of Digital Resale Platforms on brand new or second-hand luxury goods purchase intentions among US Gen Z consumers	International Journal of Fashion Design, Technology and Education
2023	Singh, K., & Basu, R.	Online consumer shopping behavior: A review and research agenda	International Journal of Consumer Studies
2024	Ki, C.-W.C., Li, C., Chenn, A.S., Chong, S.M., Cho, E.	Wise consumer choices in online secondhand luxury (OSHL) shopping: An integrated model of motivations, attitudes, and purchase intentions for OSHL as wise, conspicuous, and sustainable consumption	Journal of Retailing and Consumer Service

Cassidy (2017) discusses unsustainable practices arising from the devaluation of fashion due to overconsumption in the fashion industry and online auction culture. The study suggests a potentially optimistic future for luxury fashion brands by adopting online tools and consumer behavior trends toward sustainability. The research also analyzes the impact of online auctions

on the devaluation of fashion in the market. It also discusses the challenges luxury brands face in maintaining quality in a market driven by lower prices and accessibility. Exploring the concept of style competition and the potential to offer consumers more personalized fashion options, the study proposes a conceptual business model for luxury fashion brands to adapt to new technologies and consumer preferences for a sustainable future. A literature review of consumer profiles was conducted, including luxury, second-hand, and auction consumers. In this context, the study examined the effects of online auction culture on the pricing and accessibility of luxury goods. The research suggests that sustainable, high-quality fashion products can thrive in a devalued market by capitalizing on online culture and sustainability trends.

Zampier et al. (2019) investigate how authenticity is constructed through discursive practices in Brazil's online market for second-hand luxury clothing. They use critical discourse analysis to demonstrate how sociocultural factors and elite distinction references influence judgments of authenticity. The authors highlight the role of authenticity in the online market for second-hand luxury clothing in Brazil, enriching existing research with insights specific to the Brazilian context. The study conducted interviews in five stores in the online market in Brazil, providing a nuanced understanding of how stores legitimize themselves and their products in the online luxury second-hand market. Additionally, it discusses the influence of digital influencers on shaping consumer perceptions and legitimizing second-hand luxury items. In this context, sociocultural, historical, social, and cultural factors influence authenticity in the second-hand luxury market.

Turunen & Pöyry (2019) research second-hand luxury product purchases by focusing on consumer shopping styles and motivations. They conducted interviews with Finnish women to explore how consumers approach purchasing second-hand luxury items. The study also discusses the influence of peer pressure and impulsiveness in online purchasing decisions. Semi-structured interviews were used to collect data on consumer behaviors related to purchasing second-hand luxury items. The research findings highlight the importance of consumer behaviors, such as the thrill of discovery and shopping consciousness for fun in second-hand luxury shopping, focusing on price and quality considerations. However, the study also identifies that impulsive buying in the context of second-hand markets is driven by the unique nature of these markets and the fear of missing out.

De Maio & Coste-Manière (2020) investigate the shift in consumer behavior towards luxury goods due to COVID-19, focusing on the rise of online shopping, minimalism, sustainability, and changes in luxury experiences. The study also discusses strategies luxury brands can adopt to adapt to the post-pandemic market environment. The research employs a survey-based methodology with 255 participants from different demographic backgrounds. According to the research results, most consumers reduced spending on non-essential items due to the pandemic. Consumer priorities shifted towards brand transparency, ethics, and quality. Consumers have increased interest in sustainable practices and corporate social responsibility. The growth in online channels and the need for effective omnichannel strategies gave rise to second-hand luxury experiences.

Neerattiparambil & Belli (2020) focus on personality traits, attitudes, and perceptions of clothing rental to explore factors influencing women's intentions to engage in fashion clothing rental in India. The study identifies the role of thriftiness, perceived obsolescence, and past sustainable behavior in shaping rental intentions among female consumers. Examining psychological and social factors influencing the intention to engage in fashion clothing rental among Indian women, the study explores the impact of individual characteristics such as fashion innovativeness and thriftiness on rental intentions. The research surveyed 369 women interested in renting fashion clothing between January and May 2019. Planned behavior, fashion innovativeness, thriftiness, perceived obsolescence, and past sustainable behavior were analyzed through multiple regression. The findings suggest that thriftiness negatively impacted rental intentions, while past sustainable behavior positively influenced rental intentions. Perceived obsolescence had a positive impact on the intention to rent. Attitudes towards renting, subjective norms, and perceived behavioral control positively influenced rental intentions. However, the study did not find a significant impact of fashion innovativeness on rental intentions. Therefore, perceived obsolescence has a positive impact, and thriftiness hurts rental intentions. Attitude, subjective norms, and perceived behavioral control positively influence rental intentions. Past sustainable behavior and fashion innovativeness do not significantly influence rental intentions. In this regard, the authors suggest customized marketing strategies based on consumer profiles to increase participation in fashion rental and encourage the transition from ownership to experiential consumption.

Arrigo (2021) conducted a systematic literature review, analyzing 101 articles to explore collaborative consumption in the fashion industry from customer, business, and sustainability

perspectives. According to the research, collaborative consumption associated with the sharing economy promotes resource efficiency and cost savings and provides a sustainable alternative to traditional consumption in the fashion industry. Various forms of collaborative consumption, such as fashion rental and second-hand sales, have rapidly grown due to consumer habits emphasizing convenience and cost consciousness. Using systematic literature review and bibliometric analysis with descriptive statistics and content analysis, the research provides a comprehensive overview of collaborative fashion consumption literature and develops a conceptual framework to understand collaborative consumption in the fashion industry. The study offers insights into consumer behaviors and motivations for fashion consumption. Three research themes are identified: customer perspective, business perspective, and circular economy and sustainability perspective. The findings indicate a growth in research on collaborative consumption in fashion since 2012, with significant momentum from 2018 onward. Differences in perceptions of fashion rental among American and Chinese consumers are particularly highlighted. Collaborative consumption in fashion offers a sustainable consumption form that reduces environmental impact. The study synthesizes a holistic view through a systematic literature review, providing a conceptual framework for collaborative consumption modes in the fashion industry.

Qi & Yang (2021) investigated the user experience in second-hand luxury mobile applications by comparing the efficiency of two mobile applications for interaction design. The study emphasizes that luxury demand has increased with income and that the second-hand luxury market provides access to a high-quality lifestyle for low and middle-income levels. It is noted that different second-hand luxury e-commerce platforms exhibit variations in interaction design, influencing user experience. The study used experimental prototypes of Xianyu APP and Hongbulin APP for user interaction analysis. Real-time monitoring of user transactions was conducted using screen recording software for quantitative measurement, and subjective user experience evaluations were collected through surveys for qualitative measurement. User satisfaction and trust were analyzed by scoring specific transactions in the applications. Correlation analysis was performed between observed user behavior patterns during application usage, user satisfaction, and usage efficiency to assess interaction efficiency. A positive correlation was found between user satisfaction and trust in Hongbulin APP. Consequently, it was concluded that vertical platforms like Hongbulin provide users with a more efficient and comfortable interactive experience. To enhance user experience, the study recommends

focusing on simplified logical frameworks and visual designs that consider the psychology of luxury buyers.

Lan & Watkins (2022) investigate the growth and challenges of second-hand fashion SMEs in Vietnam, highlighting consumer motivations and sustainability perceptions in this market. The study also reveals the interest of young consumers in second-hand fashion due to their interest in uniqueness. Qualitative data were collected through semi-structured, in-depth interviews with founders or owners of second-hand fashion SMEs in Vietnam. The research, involving five individuals aged between 25 and 40, who are influencers in the industry and consumers, examines the motivations of second-hand fashion businesses and the impact of sustainable fashion narratives on consumer choices. According to the research findings, the key motivation for young Vietnamese consumers is a unique personal style, while older consumers seek branded and affordable luxury.

Lou et al. (2022) examine the factors influencing U.S. consumers' intentions to purchase second-hand luxury goods, emphasizing perceived value and risk. The study conducted online surveys with consumers and applied multiple regression analysis. The findings suggest that perceived emotional, social, quality and green values positively influence consumers' intentions to purchase second-hand luxury products. However, perceived economic value and perceived risk did not play a significant role in consumers' intentions to purchase second-hand luxury goods. Additionally, younger female consumers with lower education and income levels appear more adaptable to second-hand luxury goods. The study also reveals ecological awareness guides second-hand luxury consumption, particularly among young consumers. While the second-hand luxury market in the U.S. is well-established, it is less effective in influencing purchase decisions based on price benefits and perceived risk.

Slaton & Pookulangara (2022) aim to understand the consumption behaviors, beliefs, and purchase intentions of consumers engaging in second-hand luxury consumption in the context of online shopping. The study utilizes the Theory of Planned Behavior to explain consumer behavior in online second-hand luxury consumption. Researchers conducted an online survey and collected data from 270 consumers from Generation Y and Generation Z. Structural equation modeling was employed to analyze the data. The findings indicate that consumer beliefs, including environmental consciousness, frugality, online retailing, and fashion consciousness, positively influence consumers' attitudes and purchase intentions for second-hand luxury products from online secondary luxury retailers. Overall, the study provides

insights into the consumption behaviors of consumers who prefer second-hand luxury products in the context of online shopping and emphasizes the importance of consumer beliefs and the Theory of Planned Behavior framework in understanding attitudes and purchase intentions. Thus, the study contributes to the literature by using the Theory of Planned Behavior framework and combining the beliefs of consumers inclined towards second-hand luxury products.

Aycock et al. (2023) focus on examining young adult consumers' motivations and perceived values while shopping in online second-hand luxury fashion stores. The study aims to investigate the motivations and perceived values that lead young consumers to recommend online second-hand luxury fashion retailers and their willingness to purchase from these environments. The researchers used satisfaction theory and mental accounting theory in the study, collecting data from 190 participants through an online survey. Structural equation modeling was employed for data analysis. The study developed a theoretical framework using utility and satisfaction theory and mental accounting theory to explore motivations and perceived value in second-hand luxury fashion shopping. The findings suggest that critical and fashion motivations positively influence the perceived value of shopping at online second-hand luxury fashion retailers among young adult consumers. Additionally, perceived value significantly influences young adult consumers' willingness to recommend and purchase from these retailers. Furthermore, fashion motivation indirectly influences recommendation and purchase intentions through perceived value. Approximately 44% of participants had purchased one to five new luxury fashion products, indicating significant interest in the market. Overall, the results highlight the importance of perceived value in guiding young adult consumers' purchase intentions and willingness to recommend online second-hand luxury fashion retailers. The findings provide empirical evidence of the importance of perceived value for young consumers engaging in second-hand luxury shopping, offering managerial implications to enhance perceived value and appeal to these consumers.

Kim-Vick & Yu (2023) investigate the intentions of Gen Z consumers in the U.S. to purchase new or second-hand luxury products through digital resale platforms. The study focuses on examining the luxury purchasing intentions of Generation Z on digital resale platforms, considering their current situations and observing their potential adoption of luxury goods through traditional and digital channels. Targeting middle-class Gen Z consumers in the U.S., the study collected data from 452 users through an online survey. Scheffe, ANOVA tests, and post-hoc analysis were employed to compare purchase intentions among different ownership

groups. The research findings indicate that owners of second-hand luxury items have a higher intention to purchase on digital resale platforms than those with non-luxury or new luxury items. Gen Z consumers prefer P2P resale apps and online luxury consignment retailers over Facebook Marketplace and other online second-hand luxury retailers. However, no significant difference in purchase intentions was found between non-luxury and new luxury item owners. Gen Z's retail channel preferences are also shifting towards digital resale platforms, distinguishing them from previous generations. Gen Z consumers, especially those already owning second-hand luxury items, are likelier to purchase luxury items on digital resale platforms. Notable preferences were observed among owners of second-hand luxury items for P2P resale apps and online luxury consignment retailers. While traditional retail channels remain popular, digital second-hand sales platforms are gaining increasing interest due to Gen Z's technological knowledge and interest in sustainable consumption. The study provides insights into Gen Z's retail preferences and offers valuable insights for those targeting Gen Z consumers and the luxury resale industry.

In conclusion, both studies contribute to understanding key factors influencing young consumers, particularly Generation Z, in their intentions and motivations regarding second-hand luxury fashion consumption. The studies shed light on the significance of perceived value, motivations, and the role of digital platforms in shaping consumer behavior in the luxury resale market. The findings offer practical implications for retailers and marketers targeting these consumer segments.

Singh & Basu (2023) reviewed 197 online consumer shopping behavior articles in advanced countries. They used the SPAR-4-SLR systematic literature review protocol to collect data and applied the TCCM (Theory, Context, Characteristics, and Methodology) framework to structure the review. Content analysis was performed to evaluate the literature. According to the study, there is an observed density of research on the topic in advanced countries, particularly in the United States. The study suggests that future research directions in online consumer shopping behavior should include investigating second-hand products. Additionally, the need for further research on payment methods and online service quality in online second-hand shopping was emphasized. The study also highlighted the necessity for more theory-focused research in the field.

Ki et al. (2024) aimed to explore the attitudes, determinants of purchase, and motivating factors for Chinese consumers engaging in online second-hand luxury product shopping. The study

employed a mixed-methods approach to define this phenomenon as conspicuous and sustainable consumption. Thematic analysis of narratives from the Chinese question-and-answer platform Zhihu was conducted using the qualitative method. At the same time, quantitative data were collected through online surveys from 311 participants using Qualtrics and Sojump in the quantitative method. Harman's single-factor and collinearity tests were applied to address common method bias and variance inflation. Qualitative analysis revealed three attitude dimensions for online second-hand luxury product consumption among Chinese consumers: wise, conspicuous, and sustainable consumption perceptions. The vital motivational factors discovered were product features, personal values, and online platform features. Additionally, consumers were found to evaluate their consumption based on rational cues like price and preferred quality. Therefore, online second-hand luxury product purchasing was perceived as intelligent, allowing consumers to save money and feel satisfied with their expenditures. Chinese consumers were influenced by product features, personal values, and online platform features in their online second-hand luxury product consumption. They also perceived second-hand luxury products as innovative and sustainable choices. Income level was identified as a moderating factor, softening the relationship between these attitudes and online second-hand luxury product consumption and affecting repurchase intention. High income mitigated the impact of motivational online second-hand luxury product consumption. These findings guide online second-hand luxury product marketers to better engage with Chinese consumers in the digital market. In conclusion, the study presents an integrated model for motivation, attitude, and purchase intention in online second-hand luxury product consumption.

5. Background Analysis

The publications included in the research are presented in Table 3 with details such as study designs, methods, countries, document types, and citation counts. According to this, there is one publication in 2017, two publications in 2019, two publications in 2020, two publications in 2021, three publications in 2022, three publications in 2023, and one publication for the year 2024. One publication follows a theoretical study design, five follow a qualitative design, six follow a quantitative design, and two follow a mixed-methods study design. Moreover, various methods were employed in these publications, including Literature Review, Bibliometric Analysis, Critical and Text-Oriented Discourse Analysis, Content Analysis, chi-square and t-test, multiple regression analysis, Correlation Analysis, Semi-Structured Interview, Structural Equation Modeling, Scheffe test, ANOVA tests, and Post-Hoc Analysis, Thematic Analysis,

Single-Factor Test, and Collinearity Test Among these publications, the United States is the most frequently studied country, followed by China and India. Out of the total, 12 publications are articles, and 2 are conference papers. Notably, the work of Turunen & Pöyry (2019) received the highest number of citations among these publications.

Table 3. Classification of Publications

Authors	Study Design	Methods	Country	Document Type	Citation
Cassidy (2017)	Theoretical	Literature Review	İngiltere	Article	11
Zampier et al. (2019)	Qualitative	Eleştirel ve Metin Yönelimli Söylem Analizi	Brazil	Article	12
Turunen & Pöyry (2019)	Qualitative	İçerik Analizi	Finlandia	Article	94
De Maio & Coste-Manière (2020)	Quantitative	Anket, ki-kare ve t-testi	Fransa	Proceeding Paper	3
Neerattiparambil & Belli (2020)	Quantitative	Anket ve çoklu regresyon analizi	Hindistan	Article	4
Arrigo (2021)	Qualitative	Literature Review and Bibliometric Analysis	İtalya	Article	46
Qi & Yang (2021)	Quantitative and Qualitative	Anket, İçerik Analizi, Korelasyon Analizi	Çin	Proceeding Paper	1
Lan & Watkins (2022)	Qualitative	Semi-Structured Interview	Vietnam	Article	3
Lou et al. (2022)	Quantitative	Anket, Korelasyon ve Çoklu Regresyon Analizi	ABD	Article	2
Slaton & Pookulangara (2022)	Quantitative	Anket ve Structural Equation Modeling	ABD	Article	1
Aycock et al. (2023)	Quantitative	Anket ve Structural Equation Modeling	ABD	Article	4
Kim-Vick & Yu (2023)	Quantitative	Anket, Scheffe, ANOVA testleri ve Post-Hoc Analizi	ABD	Article	4
Singh & Basu (2023)	Qualitative	İçerik Analizi	Hindistan	Article	6
Ki et al. (2024)	Quantitative and Qualitative	Anket, Tematik Analiz, Tek Faktörlü Test ve Eşdoğrusallık Testi	Çin	Article	1

6. Conclusion and Future Research

The systematic literature review delves into online second-hand luxury shopping, exploring its nuances within business, marketing, and consumer behavior. This examination sheds light on the sustainable and accessible characteristics of this burgeoning trend. In conclusion, this systematic literature review provides a comprehensive overview of the landscape surrounding online second-hand luxury shopping. Integrating perspectives from business, marketing, and consumer behavior contributes to the academic discourse on the sustainable and accessible

nature of this evolving trend. As businesses continue to adapt to changing consumer preferences, the findings of this review offer valuable insights for practitioners and researchers alike.

In recent years, the luxury fashion industry has significantly transformed with the rise of online shopping, sustainability, and second-hand trends. The systematic literature review reveals that publications generally focus on consumer behaviors, beliefs, and purchase intentions, highlighting the surge of online second-hand luxury consumption. Furthermore, studies emphasize the role of sustainability and resource efficiency in online second-hand luxury shopping. Consumer beliefs such as minimalism, environmental awareness, and frugality positively influence attitudes and intentions toward purchasing online second-hand luxury items.

The majority of studies provide insights into collaborative consumption in the fashion industry. The COVID-19 pandemic has also shifted consumer priorities towards brand transparency, ethics, quality, and sustainability. In this context, the literature discusses the changes in consumer behavior towards second-hand luxury consumption due to COVID-19, proposing strategies for luxury brands to adapt to new market conditions. On the other hand, studies underscore the importance of interaction design efficiency in online second-hand luxury mobile applications, discussing user experience. The literature also presents models for consumer attitudes and determinants of purchasing second-hand luxury items online, incorporating motivation, attitude, and purchase intention.

The growth of the second-hand luxury market can be linked to the changing attitudes of consumers towards owning used luxury goods. Consumers are motivated by sustainable practices, the excitement of finding unique products, and the aspiration to access luxury brands at affordable prices. Buyers of second-hand luxury items are guided by functional, psychological, emotional, and symbolic factors. Additionally, the second-hand luxury market is undergoing a generational shift, with Millennials (Y generation) and Generation Z adopting these products faster, displaying a change in consumption habits with a priority on sustainability. Young consumers prioritize uniqueness in their second-hand luxury purchases, while older consumers seek branded and reasonably priced second-hand luxury items. Young consumers' motivations and perceived value significantly impact their willingness to recommend and purchase from online second-hand luxury fashion retailers.

Consumers perceive online second-hand luxury shopping as an innovative and sustainable consumption choice influenced by product features, personal values, and platform features. Therefore, online platforms have been crucial in providing second-hand luxury items. However, when engaging in second-hand luxury shopping, it is essential to shop through trustworthy platforms, stores, or sellers. Researching popular second-hand luxury shopping platforms or stores and checking references can ensure a secure shopping experience. Technological advancements in verification methods, detailed product descriptions, high-quality images, and flexible return policies are seen as promising for overcoming challenges. Finally, another crucial outcome of this research is the high research intensity on online second-hand luxury shopping behaviors in developed countries. From a business standpoint, the emergence of online second-hand luxury shopping has presented new opportunities and challenges. Companies operating in this space must navigate the delicate balance between catering to consumer demands for luxury goods and embracing sustainability. The study investigates how businesses strategically position themselves to capitalize on this trend while considering the economic and environmental implications. Understanding the socio-cultural factors that influence the authenticity judgments of marketers in the second-hand luxury market can help them engage with consumers more effectively, contributing to the growth of the industry. Particularly, catering to the unique style preferences of young consumers in the resale of luxury products will propel the sector forward. Second-hand luxury items attract attention due to motivations related to sustainability and cost savings. Therefore, emphasizing sustainability and affordability in the sector can be highlighted even more.

According to the literature review findings, future research in online second-hand luxury consumer shopping behavior, especially in payment methods and service quality, requires more theory-focused investigations. Online second-hand luxury consumer behavior research has predominantly concentrated on more developed countries. However, conducting these studies in developing countries will enrich the literature. Additionally, Generation Z shows a significant interest in digital sales platforms. The impact of Generation Z on intentions to purchase second-hand luxury items in this field can be analyzed across different online channels. Furthermore, there is a growing interest among young consumers in environmental impact, and future research focusing on sustainable collaborative consumption models is likely to receive attention in the literature.

On the other hand, examining the motivations and attitudes of consumers towards second-hand luxury goods in different cultural contexts will significantly enhance the literature. Literature reviews on second-hand luxury items emphasize the need to enhance consumer interaction design efficiency, indicating a gap in this area. Evaluating the user experience in second-hand luxury mobile applications will fill a significant gap in future research. Finally, it is observed in the publications that qualitative and quantitative studies are abundant, but a minority of mixed-method research combines both qualitative and quantitative methods. Academics researching second-hand luxury items are encouraged to employ mixed-method research approaches, combining qualitative and quantitative methods, to make a more substantial contribution to the literature in this field.

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