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WHICH ARE THE DRIVERS OF RENTING, BUYING, AND SELLING  
SECOND-HAND LUXURY FASHION PRODUCTS IN THE CONTEXT  
OF THE COVID-19 PANDEMIC?

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## **Abstract**

**Purpose:** This research aims to provide academia with solid quantitative data about the drivers of buying, selling, and renting Second-Hand Luxury Fashion (SHLF) products in the context of the Covid-19 pandemic.

**Methodology:** This study takes a quantitative approach, which is more relevant and suitable for relating different variables. The Theory of Planned Behavior (TPB) and the Consumption Value Theory (CVT) were used to design the conceptual model, and the Structural Equation Modelling (SEM) was employed to test the hypothesis, using the SmartPLS 3. A cross-cultural survey study was conducted among 522 consumers from different countries.

**Findings:** Results confirm the role of the three constructs of the TPB (attitudes, subjective norms, and perceived behavioral control) on predicting intention. Additionally, findings demonstrate that most of the proposed drivers (economic, emotional, social, and green) positively influence the construct attitudes, which has an indirect influence on intention and consequently on actual behavior. Plus, contrarily of what was expected, fashion consciousness value was proved to negatively influence the construct attitudes. Moreover, this research has demonstrated that there are indeed differences across different types of consumers (buyers, sellers, renters) and that the COVID-19 is an accelerator of the relationship between behavior intention and actual behavior.

**Practical implications:** This study makes suggestions for managers, second-hand luxury fashion stores, and marketers to boost even more the growth of the second-hand and rental SHLF market.

**Originality:** This research contributes to the emerging literature regarding the SHLF market and the rental SHLF market by studying the different drivers of these markets. To the best of the author's knowledge, it is the first time that the three different types of consumptions (buy, sell, rent) are being examined together in the context of the SHLF market. Also, to the best of the author's knowledge, the effect of the COVID-19 was yet not studied on the drivers of the mentioned markets. Additionally, prior studies have mainly adopted a qualitative approach and a sample with little variety of nationalities, while the present study adopted a quantitative approach and a sample with more variety of nationalities.

**Keywords:** Second-hand; luxury; fashion; drivers; structural equation modeling; theory of planned behavior; theory of consumption value

## **Resumo**

**Objetivo:** Este estudo tem como objetivo providenciar a literatura com dados quantitativos sólidos sobre as motivações que levam os consumidores a comprar, vender e alugar produtos de luxo de moda em segunda mão (PLMSM), no contexto da pandemia COVID-19.

**Metodologia:** Este estudo tem uma abordagem quantitativa, considerada mais relevante e adequada para relacionar as diferentes variáveis. A Teoria do Comportamento Planeado (TPB) e a Teoria dos Valores de Consumo (CVT) foram utilizadas para desenhar o modelo conceitual e o Modelo de Equações Estruturais (SEM) foi utilizado para testar as hipóteses, através do software SmartPLS 3. Foi conduzido um estudo transcultural, que recolheu dados de 522 consumidores através de um questionário.

**Resultados:** Os resultados confirmam o papel dos três construtos do TPB (atitudes, norma subjetiva e controle comportamental percebido) na previsão da intenção. Além disso, os resultados demonstram que a maioria das motivações propostas (económico, emocional, social e verde) influenciam positivamente o construto das atitudes, que influencia indiretamente na intenção e, conseqüentemente, no atual comportamento. Ao contrário do que se esperava, a consciência da moda mostrou ter influência negativa no construto das atitudes. Adicionalmente, este estudo demonstra que existem de facto diferenças entre tipos de consumidores (compradores, vendedores, alugadores) e que o efeito do COVID-19 é um acelerador da relação entre a intenção de comportamento e o atual comportamento.

**Implicações práticas:** Este estudo faz sugestões para gestores, lojas de moda em segunda mão e responsáveis do marketing para impulsionar ainda mais o crescimento do mercado de segunda mão e aluguer de moda de luxo em segunda mão.

**Originalidade:** Esta investigação contribui para a literatura emergente do mercado de PLMSM e do mercado de aluguer de PLMSM, através do estudo da influência de diferentes motivações desses mercados. Tanto quanto é do conhecimento do autor, é a primeira vez que os três diferentes tipos de consumos (comprar, vender, alugar) estão a ser examinados em conjunto no contexto do mercado PLMSM. Além disso, tanto quanto é do conhecimento do autor, o efeito do COVID-19 ainda não foi estudado nas motivações dos mercados mencionados. Além disso, estudos anteriores adotaram principalmente uma abordagem qualitativa e uma amostra com pouca variedade de nacionalidades, enquanto este estudo adotou uma abordagem quantitativa e uma amostra com mais variedade de nacionalidades.

**Palavras-chave:** Segunda mão; luxo; moda; motivações; modelo de equações estruturais; teoria do comportamento planeado; teoria de valores de consumo

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## **List of abbreviations**

AVE – Average Variance Extracted

CAC- Collaborative Apparel Consumption

CI – Confident Intervals

FHLF – First Hand Luxury Fashion

HTMT – Heterotrait-Monotrait Ratio of Correlations

LF – Luxury Fashion

MGA – Multigroup Analysis

PLS-SEM – Partial Least Square - Structure Equational Modeling

SEM – Structural Equation Modelling

SH – Second-Hand

SHLF – Second-Hand Luxury Fashion

TBP – Theory of Planned Behavior

TCV – Theory of Consumption Value

TRA – Theory of Reason Action

VIF – Variance Inflation Factor

## 1 Introduction

The negative impacts of the fashion industry are undeniable (Reichel et al., 2014). Both ecological and human impacts (poor working conditions in the industry) are much related to the continuous growth of “fast fashion” (Rausch & Kopplin, 2021). Fast fashion is a strategy of fast production in which clothing retailers have a massive number of pieces per collection and many collections per year, and they intend to sell vast quantities of pieces, usually at cheaper prices (ThredUp, 2020). These companies aim to achieve maximum profit, even if they have to compromise the environment (Rausch & Kopplin, 2021). Thus, fast fashion has changed the way consumers behave, as consumers use and dispose items without giving them too much thought. However, the world cannot handle this overconsumption for much longer, and proof of that was the fact that the Earth overshoot day 2020 (the day in which humanity has exhausted nature's resources for the year) was on the 22<sup>nd</sup> of August.

The awareness of this substantial negative impact led to a new trend of consumers concerned with sustainability in fashion, demanding change. However, some studies suggest a gap between consumers' intentions and actions (Ko et al., 2011; H. J. Park & Lin, 2020), meaning that consumers still require additional engagement and focus on reality rather than ideology. In this sense, the world needs the fashion industry to start adopting a more conscious and sustainable approach, and some of the best options are related to new business models. To achieve sustainable fashion, both sustainable production and sustainable consumption are required. Nowadays, there are many good alternatives to behave sustainably, such as buying clothes made of eco-friendly materials and under fair working conditions, buying upcycled or recycled clothes, or purchase items from second-hand stores or sharing economies, such as rental stores (Rausch & Kopplin, 2021).

In fact, second-hand (or resale) and rental markets started to gain significant importance in the fashion industry, and it is essential to study these markets. In 2019, the second-hand apparel (clothing) market was evaluated at 28 billion dollars, and it is predicted to be worth 64 billion dollars in 2024 (ThredUp, 2020). Moreover, the fashion rental market was evaluated at 1 billion dollars in 2018, and it is predicted to grow to 2.5 billion dollars in 2023 (Safdar, 2019). According to predictions, both markets will double their value within five years. It is important to emphasize that one of the fashion categories that are more suitable to be resold or rented is one of the luxury products for the durability and quality inherent to these goods. Actually, in 2018, the second-hand luxury market was evaluated at

about 22 billion dollars (7% of the 365 billion personal luxury goods market), and it is expected to be worth 31 billion dollars in 2021 (9% of the 400 billion personal luxury goods market); this means that second-hand is growing four times faster than overall luxury (Boston Consulting Group and Altagamma, 2019).

Therefore, with the exponential growth of the rental and second-hand markets, the management field needs to understand the reasons for this growth to help these markets grow even more and create other business opportunities.

It cannot be ignored that these predictions were made before the COVID-19 pandemic, which impacted all sectors to different degrees, and disrupted many organizations (Ivanov, 2020). Consumers were financially impacted, are more conscious than ever before, and look for alternative ways to spend money. Instead of buying first-hand luxury products, many consumers consider buying second-hand and, instead of buying a dress to use only on one occasion, consider renting it (Bain & Company, 2020). However, COVID-19 brought new concerns, such as consumers being worried about physical contamination involving contact with goods previously touched by others. These concerns disrupted the fast pace at which fashion rental services were growing, and, therefore, rental fashion businesses need to strategically adapt and respond to this crisis (Baek & Oh, 2021). As this study is focused on the consumer's perspective, and the data was collected during the COVID-19 pandemic, it was inevitable to add this component to the study since consumers were under the influence of the effects of this pandemic. Thus, it is relevant to understand the impacts of COVID-19 in these businesses and to study how these impacts moderate the relationship between behavioral intention towards the consumption of Second-Hand Luxury Fashion (SHLF) products and the actual behavior of consumption of SHLF products.

Over the years, studies have focused on luxury consumption, but the focus is usually on brand-new products (Almeida, 2019; Loureiro et al., 2020; Young et al., 2010). In recent years, researchers have also been focusing on second-hand luxury products (Machado et al., 2019; Turunen & Leipämaa-Leskinen, 2015; Turunen & Pöyry, 2019), but regarding rental luxury products, the studies are very limited. To the best of the author's knowledge, it is the first time that the three different types of consumptions (buy, sell, rent) are being examined together in the context of the SHLF market. Also, to the best of the author's knowledge, the effect of the COVID-19 was yet not studied on the relationship between behavior intention towards the consumption of SHLF products and the actual consumption behavior.



Additionally, prior studies have mainly adopted a qualitative approach and a sample with little variety of nationalities. In contrast, the present study adopted a quantitative approach, with a combination of two relevant theories: The Theory of Planned Behavior (TPB) and the Consumption Value Theory (CVT), and a sample with more variety of nationalities.

To fill the research gaps mentioned, this study aims at answering the following questions:

- (1) Which are the drivers of renting, buying, and selling second-hand luxury fashion products?
- (2) Can the COVID-19 crisis be considered an accelerator of the growth of second-hand and rental luxury markets?

A quantitative methodological approach was used to provide academia with solid quantitative data about the drivers of buying, selling, and renting Second-Hand Luxury Fashion products, in the context of the COVID-19 pandemic. The Structural Equation Modelling (SEM) was used to test the hypothesis, and a cross-cultural survey study was conducted among 522 consumers from different countries.

This document is organized into eight chapters. After this introduction, chapter 2 discusses the relevant literature, where some fundamental luxury and fashion concepts are explained. In chapter 3, the conceptual framework and the development of the hypotheses are presented. Then, in chapter 4 the methodology followed is described as well as the data collection process. Chapter 5 presents the main results, and chapter 6 discusses these results. Finally, chapter 7 presents the conclusions, including the theoretical and managerial implications, and chapter 8 indicates the limitations and suggestions of future research. In the end, an appendix and the bibliographic references are presented.

## **2 Conceptual background**

This section covers a review of the relevant luxury and fashion-related literature, as well as an analysis of the most relevant concepts related to rental and second-hand luxury fashion markets. Along with the literature review, relevant similar studies are clearly stated.

### **2.1 Luxury in the Fashion Industry**

The luxury brand industry is composed of brands across nine different sectors: personal luxury goods, luxury cars, luxury hospitality, fine arts, high-quality furniture and design homeware, gourmet food and fine dining, fine wines and spirits, luxury cruises, yachts and private jets. In particular, the personal luxury goods sector is one of the most developed sectors and is the one that includes the category of fashion/apparel, which is the focus of the present study (Turunen et al., 2020). Luxury brands are recognized for certain unique traces and specific luxurious characteristics perceived by consumers (Vigneron & Johnson, 2004).

However, as the nature of the luxury industry is constantly changing (Hudders et al., 2013), the definition of luxury is not consensual and has varied over time (Chevalier & Mazzalovo, 2012; Kapferer & Laurent, 2016). Furthermore, what is and what is not considered luxury may be related to the different contexts, individuals, and socio-cultural beliefs (Vigneron & Johnson, 2004). The distinction between premium and luxury, in marketing terms, is very tenuous; some scholars may categorize a brand as luxury and others as premium, and there is no correct answer (Cornell, 2002). To clarify, in the fashion industry, luxury is the most prestigious market segment, followed by “premium”, then “branded mass”, and the last segment is “mass market”. The differences among these segments are linked with price position, distribution, and the media plan.

Most researchers agree that consumers view luxury brands as having representative meanings and as a way to obtain social prestige (Becker et al., 2018; Young et al., 2010). Thus, as the definition of luxury is highly linked with intangible values and perceptions of consumers, it is natural that there is no unique definition. Still, academia continues to try to define luxury, as can be observed in Table 1.

**Table 1 - Main definitions of luxury**

Author and year	Definitions of luxury
(Becker et al., 2018)	Luxury is: (1) the luxury product characteristics, (2) the consumer’s psychological characteristics, and (3) the consumer’s psychological association with the luxury product.
(Kapferer & Valette-Florence, 2018)	Luxury is conveying a high price and justifying it with a brand’s ability to create a dream world symbolized by the brand itself and its heritage, of which customers wish to be a part of.
(Chevalier & Mazzalovo, 2012).	Luxury is about communicating selective and exclusive standards and bringing additional creative and emotional value to consumers.
(Vigneron & Johnson, 2004)	Luxury is multi-dimensional and substantiated by a five-factor model. It has 3 latent dimensions reflecting non-personal oriented perceptions: perceived conspicuousness, perceived uniqueness, and perceived quality; and 2 personal-oriented perceptions: perceived extended self and perceived hedonism.
(Dubois et al., 2001)	Six facets define and structure the concept of luxury (1) excellent quality (2) high price (3) scarcity and uniqueness (4) aesthetics and polysensuality (5) ancestral heritage and personal history (6) superfluousness.
(Nueno & Quelch, 1998)	Luxury is characterized by having a low ratio of functionality to price, and a high ratio of intangible and situational utility to price.
(Veblen, 1899)	Luxury is about acquiring and consuming expensive goods, with the main objective to obtain status or social prestige.

As shown in Table 1, one of the first concepts associated with luxury consumption is conspicuous consumption. This concept is related to the acquisition of products or services for the specific intention of displaying one's wealth (Veblen, 1899). However, the theory of the conspicuous model is no longer the main reference of the luxury market. The market has evolved, and consumers no longer just seek status recognition, but they rather look for meaningful experiential moments (Loureiro et al., 2020). In fact, the attention has been shifting from “having-to-being” to “owning-to-experiencing” (Cristini et al., 2017). In opposition to conspicuous consumption, there is inconspicuous consumption. Inconspicuous consumers prefer to be more discreet and buy products different from the mass-markets but recognized by those with the required level of knowledge (Eckhardt et al.,

2015). Lately, the critical element of a successful luxury brand is having a strong brand image and identity; because of this aspect, some of the world's most valuable brands are luxury brands. It is important to emphasize that luxury consumers, at first, gave more importance to symbolic dimensions (e.g. status), followed by functional dimension (e.g. utility) and, at this moment, experiential dimension (meaningful experiences) (Turunen & Leipämaa-Leskinen, 2015).

Table 1 confirms that the definition of luxury has changed over time and that there is no generally accepted definition. Nonetheless, the primary purpose of the present research is not to find a widely accepted theory of luxury but instead to comprehend some of the new fashion business models that are growing in this industry, such as the second-hand luxury market and rental luxury market.

## **2.2 Fashion towards Circular Economy**

The fashion industry is known as one of the most polluting industries in the world (Grazzini et al., 2021). This industry's strong negative environmental impact is mainly caused by excessive use of water, high use of chemical products, and the scale of landfills generated during disposal (Fletcher, 2016; Kant, 2012). Furthermore, the negative impacts of the fashion industry are not just related to environmental factors. Sustainability is also related to the responsibility towards people operating at every stage of the fashion pipeline.

Nevertheless, in the last few years, new business models in the fashion world are starting to emerge, mainly triggered by young generations who look for more sustainable and affordable solutions. For instance, consumers seem to be more careful with their products (maintaining them in good conditions for a longer time), allowing them to resell those products later. Also, instead of buying new goods, consumers consider renting or buying them second-hand (Herrmann, 2017). Therefore, three examples of emerging businesses activities associated with circular fashion are renting clothes, reselling non-used products, and buying second-hand fashion products (Shrivastava et al., 2021). It should be pointed out that all these practices promote environmental and economic sustainability.

Indeed, the world needs this change, and the fashion industry must adjust its processes and evolve to a more circular economy. While linear business models are usually characterized by exploiting and using resources in cost-efficient ways to make profit and, in the end, discard these resources as waste (Fujimoto et al., 2003), circular business models

avoid this mentality of “take, make and dispose of”. Circular business models look for alternative processes to extend the life cycle of products to decrease the industry’s negative externalities (Patwa et al., 2021).

Circular fashion intends to close, or at least diminish, the loop of the fashion industry. In the traditional model, companies produce clothes, consumers buy the clothes, and after that dispose them. In circular fashion, the aim is to produce less, promote responsible buying and usage, then *re-usage*, recycle and make new items with recycled fibers.

Furthermore, as already stated, luxury products are among the most suitable products in fashion to be resold or rented due to their high quality and durable and timeless nature (Kessous & Valette-Florence, 2019).

### **2.3 Second-hand Fashion Luxury Market**

Second-hand and vintage are similar concepts but do not represent the same thing, and the distinction between the two ideas should be made clear. In the fashion sector, vintage is defined as “a rare and authentic piece that represents the style of a particular era” (Gervail, 2008). Vintage clothing is mainly related to the time when the pieces were produced, between the 1920s and the 1980s (Cervellon et al., 2012). On the contrary, being second-hand has no relation to the age of clothes (Cervellon et al., 2012; Maria & Hanna, 2015a). Furthermore, it is not required that the vintage or the second-hand products were used; they could just have been previously owned by someone else (Jenniina & Maria, 2016).

In this study, the focus is on the second-hand luxury fashion market, in which consumers buy and sell pre-owned designer items. It is important to mention that the term “second-hand consumers” can refer to the two types of intermediaries in this market, the sellers and the buyers (Turunen et al., 2020). Moreover, the common practice of the market is the consignment model that operates with sellers who trust their items to a consignment store (either physical or online), and, when the item is sold, the owners of the product receive their percentage of the sale. There is also the option in which the sellers try to sell the products themselves, for instance, in online marketplaces, in local physical markets, or even through their own social media accounts. Usually, second-hand luxury products are priced lower than when purchased first-hand. Though, as the products are typically no longer available in stores, some products are sold at higher prices than first-hand; these products are usually limited editions or rare iconic models (Turunen et al., 2020).

Moreover, it should be emphasized that consumers' purchasing behaviors have been suffering changes over the last few years, as the channel mix of distribution is also changing. In fact, due to the world digital transformation, online sales are growing at a fast pace (Turunen & Pöyry, 2019). The luxury fashion second-hand market is not new; however, it is now being accelerated by this digital transformation, and it is in the spotlight since it is one of the fastest-growing luxury trends.

## **2.4 Rental Fashion Luxury Market**

Nowadays, consumers tend to limit their ownership of products. As already mentioned, consumers prefer to spend money on experiences rather than on objects, and they often recur to shared platforms to satisfy their needs, through shared resources. In fact, sharing economy has been growing substantially in the last few years and has got the attention of academia (Belk, 2014; Benjaafar et al., 2018). The concept of sharing economy, also known as collaborative consumption, is related to an economic system in which individuals share resources, typically through digital platforms and upon payment.

The sharing economy business model can be divided into two categories: product (i.e., car-sharing, clothes-sharing) or service sharing (i.e., house sharing, entertainment sharing). Indeed, sharing economy has proliferated in many market sectors. For instance, in the mobility sector, car sharing is gaining more weight every day, which is the example of Uber, in the hospitality sector, the trend is similar with Airbnb, and in the apparel sector, this is also true, for example with Rent The Runway (Choi & He, 2019; Najmi et al., 2017; Yuan & Shen, 2019). This study is focused on product sharing, more specifically on the rental model of luxury fashion products, a prominent business trend (Feng et al., 2020).

Renting can be defined as a transaction in which “one-party offers an item to another party for a fixed period of time in exchange for money and in which there is no change of ownership” (Durgee & Colarelli O'Connor, 1995, p.90). Renting is one typical form of access-based consumption, which in turn is considered the major type of collaborative consumption (Lang et al., 2020).

Some fashion customers practice “illegal renting”. This means, consumers buy the product, use it and afterwards return it (Yuan & Shen, 2019). For example, one of the days of the year that has a higher return rate is the 2<sup>nd</sup> of January, right after New Year's Eve. Moreover, consumers like to use different out-fits (combination of clothes) every day (J.

Zhou et al., 2018). This behavior is linked with conspicuous consumption and the fact that fashion products are used to display wealth and status position. In fact, the fashion industry has one of the higher rates of product returns, mainly due to the nature of the products sold. If renting services were widely available, these kinds of behaviors could be less frequent (Yuan & Shen, 2019). Fashion renting is considered an innovative business model that promotes a more sustainable environment by expanding the lifespan of clothes, reducing the consumption of raw materials, and producing fewer carbon emissions (Lang et al., 2020).

Many of the new business models related to sharing economy and collaborative consumption resulted from the 2008 crisis or were accelerated by it (Belk, 2014). Back in 2008, consumers were faced with financial constraints, and, nowadays, with the COVID-19 pandemic, consumers are facing similar difficulties, and these consumption models can also play a crucial role.

## **2.5 Drivers of the SHLF market and drivers of Rental LF market**

As said before, the SHLF market and the Rental LF market are two markets growing exponentially. Consequently, it is worthy to understand which are the drivers of this growth as this could represent significant business opportunities and because it is, as already mentioned, one of the options available towards a more sustainable fashion consumption. Based on existing research, Table 2 presents studies that aim to identify the drivers of the SHLF market and, Table 3 presents studies that aim to identify the drivers of fashion renting. As the existing literature on rental on luxury fashion markets is very limited, the studies are mainly about fashion renting in general.

**Table 2 - Studies with the identified drivers of SHLF market**

<b>Title and authors</b>	<b>Aim of the study</b>	<b>Methodology</b>	<b>Identified drivers</b>
Selling second-hand luxury: Empowerment and enactment of social roles (Turunen et al., 2020)	Examine the meanings and values attached to the process of selling luxury goods.	Qualitative 18 interviews, European women	- Emotional detachment and financial empowerment (the personal value); - Sellers' enactment of their social role (the social value).
How to succeed in the second-hand luxury market – the case of Portugal (Elias, 2020)	Understand which dimensions should be taken into consideration for luxury resale businesses to be successful in Portugal.	Qualitative 4 luxury resellers studied	- Lower price; - Uniqueness; - Sustainability; - Lifestyle.
The rise of the luxury secondary market and its impact on the retail landscape (Hürlimann, 2020)	Understand the rise of luxury second-hand vintage and its influence on current luxury brands, retail and if the secondary market could be implemented in department stores.	Quantitative – mono-method, survey  Qualitative – 2 interviews with experts in the luxury retail world and 2 interviews with luxury second-hand market experts	- Uniqueness; - Design; - Quality; - Affordable luxury; - Sustainability; - Celebrities wearing second-hand.
Is money the biggest driver? Uncovering motives for engaging in online collaborative consumption retail models for apparel (H. Park & Joyner Armstrong, 2019)	Understand the phenomenon of collaborative apparel consumption (CAC) by discovering the consumer motivations for engaging in collaborative consumption and comparing motivations across different modes of CAC – focused on online apparel renting and resale sites.	Qualitative 38 interviews, users of CAC platforms	- Saving money; - Saving time; - Finding desirable product assortment; - Utility.
Shopping with the resale value in mind: A study on second-hand luxury consumers	Understand how consumers mentally approach the purchase of second-hand luxury products and what kinds of decision-making styles they use.	Qualitative 22 semi-structured interviews, Finish women	- High-quality consciousness; - Brand consciousness; - Fashion consciousness;



(Turunen & Pöyry, 2019)			<ul style="list-style-type: none"> <li>- Recreational shopping consciousness;</li> <li>- Price-per-quality consciousness;</li> <li>- Impulsiveness;</li> <li>- Brand-loyal orientation (brand/retailer);</li> <li>- Confusion from lack of choice;</li> <li>- Resale value consciousness.</li> </ul>
Factors driving to the propensity to purchase luxury second-hand fashion and apparel (C. Almeida, 2019)	Analyze the second-hand luxury market and determine the factors which drive to second-hand luxury consumption.	Qualitative 6 interviews, individuals living in Monaco	<ul style="list-style-type: none"> <li>- Need for Uniqueness;</li> <li>- Extrinsic Motivations;</li> <li>- Intrinsic Motivations;</li> <li>- Product-Related – Authenticity;</li> <li>- Fear of Inauthenticity (negative influencer);</li> <li>- Ethical and sustainable reasons.</li> </ul>
“From Prada to Nada”: Consumers and their luxury products: A contrast between second-hand and first-hand luxury products (Kessous & Valette-Florence, 2019)	Examine how motivations to consume, consumption behaviors and consumer-brand relationships, change when one contrasts second-hand with first-hand luxury products.	Qualitative Album On Line technique, 32 consumers  Quantitative 280 online questionnaires, French women	<ul style="list-style-type: none"> <li>- Social climbing;</li> <li>- Eco-conscious concerns;</li> <li>- Brand heritage;</li> <li>- Windfall.</li> </ul>
Pre-loved luxury: identifying the meanings of second-hand luxury possessions (Turunen & Leipämaa-Leskinen, 2015)	Identifying the meanings attached to second-hand luxury possessions in the context of fashion and, specifically, in the case of luxury accessories.	Qualitative 10 Interviews, Finnish women	<ul style="list-style-type: none"> <li>- Sustainable Choice;</li> <li>- Real Deal;</li> <li>- Pre-loved Treasure;</li> <li>- Risk Investment;</li> <li>- Unique Find.</li> </ul>

**Table 3 - Studies with the identified drivers of fashion renting**

Title and authors	Aim of study	Methodology	Drivers
Diverse values of fashion rental service and contamination concern (Baek & Oh, 2021)	Understand how diverse consumption values of fashion rental service form attitudes towards the service depending on one's contamination concerns and predict adoption intentions.	Quantitative 270 online survey, American consumers	<ul style="list-style-type: none"> <li>- Functional;</li> <li>- Economic;</li> <li>- Emotional.</li> </ul>
Understanding consumers' online fashion renting experiences: A text-mining approach (Lang et al., 2020)	Evaluate consumers' actual renting experiences and identify the motivations and barriers for those consumers to rent fashion products.	Qualitative Analysis of 3 fashion renting companies	<ul style="list-style-type: none"> <li>- Experiential value;</li> <li>- Financial value;</li> <li>- Ease of use;</li> <li>- Utilitarian value.</li> </ul> Barriers: <ul style="list-style-type: none"> <li>- Unsatisfactory service;</li> <li>- Product performance;</li> <li>- Insufficient inventory.</li> </ul>
Investigating consumer attitudes and intentions toward online fashion renting retailing (Lee & Chow, 2020)	Examine the influence of consumers' attitudes and subjective norms on their intentions to participate in online fashion renting, and investigate behavioral beliefs that may cause them to form favorable intentions toward online renting.	Qualitative 300 online survey, U.S. consumers	<ul style="list-style-type: none"> <li>- Relative advantages;</li> <li>- Ecological importance;</li> <li>- Opinion of others;</li> <li>- Previous good rental fashion experience;</li> <li>- Functional and utilitarian performance;</li> <li>- Intrinsic motivations;</li> <li>- Compatibility;</li> <li>- Ownership (negative driver).</li> </ul>
Luxury rental purchase intention among millennials— A cross national study (Mishra et al., 2020)	Examine the key drivers that affect millennials attitude and purchase intention of luxury fashion on rent.	Quantitative 435 mall-intercept questionnaire survey, millennials in India and United Arab Emirates	<ul style="list-style-type: none"> <li>- Experience value;</li> <li>- Identity projection value;</li> <li>- Perceived risk;</li> <li>- Past sustainable behavior.</li> </ul>
Is money the biggest driver? Uncovering motives for engaging in online collaborative	Understand the phenomenon of collaborative apparel consumption (CAC) by	Qualitative 38 interviews, users of CAC platforms	<ul style="list-style-type: none"> <li>- Saving money;</li> <li>- Saving time;</li> <li>- Finding desirable product assortment;</li> </ul>

consumption retail models for apparel (H. Park & Joyner Armstrong, 2019)	discovering the consumer motivations for engaging in collaborative consumption and comparing motivations across different modes of CAC.		<ul style="list-style-type: none"> <li>- Utility;</li> <li>- No burden of ownership.</li> </ul>
Collaborative consumption: The influence of fashion leadership, need for uniqueness, and materialism on female consumers' adoption of clothing renting and swapping (Lang & Armstrong, 2018)	Identify the influence of personality traits on consumers' intention to engage in collaborative consumption through clothing renting and swapping.	Quantitative 431 online survey, US females	<ul style="list-style-type: none"> <li>- Fashion leadership (desire of changing clothes frequently);</li> <li>- Need for uniqueness;</li> <li>- Personality;</li> <li>- Previous attitudes and abilities;</li> <li>- Materialism (negative influence).</li> </ul>
Perceived risks and enjoyment of access-based consumption: identifying barriers and motivations to fashion renting (Lang, 2018)	Expand existing knowledge of access-based consumption behavior by identifying how perceived risks and frugality impact the attitude, perceived enjoyment and further behavioral intention toward fashion renting.	Quantitative 452 online survey, participants in the United States	<ul style="list-style-type: none"> <li>- Consumers attitudes;</li> <li>- Perceived enjoyment;</li> <li>- Frugal shopping.</li> </ul> Barriers: <ul style="list-style-type: none"> <li>- Perceived financial risk;</li> <li>- Performance risk;</li> <li>- Psychological risks.</li> </ul>
Collaborative consumption: business model opportunities and barriers for fashion libraries (Pedersen & Netter, 2015)	Investigate the opportunities and barriers of fashion libraries for renting businesses.	Qualitative Semi-structured, in-depth interviews from fashion libraries in Denmark, Finland, and Sweden.	<ul style="list-style-type: none"> <li>-Opportunity to experiment new styles and looks without paying full price;</li> <li>-Opportunity to create engagement between designers and end consumers.</li> </ul>

From the literature review and Tables 2 and 3, it was possible to identify the main drivers of the SHLF and the rental fashion markets. The most common drivers are related to economic, functional, emotional, fashion consciousness, social, perceived performance risks, green, and need for uniqueness values. A clarification of the meaning of these values is made in chapter 3.

Nevertheless, the gaps in the existing literature are evident. In detail, from Table, 3 it can be recognized that existing studies only focus on renting fashion in general, but not on rental in luxury fashion. Furthermore, it is important to be aware that just one of the identified studies had in consideration the COVID-19 effect (Baek & Oh, 2021). To the author's best knowledge, this is also one of the first research that studies both the rental and second-hand LF market and that tries to identify if the drivers of these two markets are the same or not. For instance, Park and Joyner Armstrong (2019) study is about both markets; however, the study is limited to a narrow geographic zone (most participants lived in a small town in the USA).

To fill these gaps, this study proposes an integrative framework to analyze how diverse values of consumption of SHFL products influence consumers, considering the impact of the COVID-19 crisis.

Baek and Oh (2021) proposed a model to explore how diverse consumption values of fashion rental services form attitudes towards the service depending on contamination concerns and predict adoption intentions. The results indicate that functional, economic, and emotional values significantly increase attitudes leading to adoption intentions. Furthermore, contamination concerns moderate the relationships between values and attitudes as well as attitudes and intentions.

Considering the reviewed literature, the current study proposes an adaptation of the Baek and Oh (2021) model by (1) adding the variables "Fashion consciousness", "Perceived Performance Risks", and "Need for uniqueness" to the model; (2) substituting the original variable "contamination concerns" with the variable "COVID-19", since there are also other impacts that need to be measured such as financial impacts; (3) extending the model to also include the "buy" and "sell" markets.

Table 4 shows the relationship between the values presented in the Baek and Oh (2021) study and the main drivers identified in the literature review. Table 4 also shows the

relevance of adding the three new values to the Baek and Oh (2021) study. These eight values are the critical variables included in the model of this study.

**Table 4 - Relation between the values presented in Baek and Oh study and the main drivers identified in the literature review**

<b>Values</b>	<b>Drivers</b>	<b>Studies</b>
Economic	Financial empowerment Price-per-quality consciousness; Resale value consciousness Economic motives Real deal Lower price Affordable luxury Saving money Windfall Financial value Perceived financial risk (negative driver) Opportunity to experiment new styles and looks without paying full price	(Turunen et al., 2020) (Turunen & Pöyry, 2019) (C. Almeida, 2019) (Turunen & Leipämaa-Leskinen, 2015) (Elias, 2020) (Hürlimann, 2020) (H. Park & Joyner Armstrong, 2019) (Lee & Chow, 2020) (Kessous & Valette-Florence, 2019) (Lang et al., 2020) (Lang, 2018) (Pedersen & Netter, 2015)
Functional	High-quality consciousness Product-related Quality Saving time, utility Experiential value, ease of use, utilitarian value, disappointed product performance (negative driver), insufficient inventory Maximizing utility, functional and utilitarian performance, compatibility Previous attitudes and abilities Performance risk (negative driver) Finding desirable product assortment	(Turunen & Pöyry, 2019) (C. Almeida, 2019) (Hürlimann, 2020) (H. Park & Joyner Armstrong, 2019) (Lang et al., 2020) (Lee & Chow, 2020) (Lang & Armstrong, 2018) (Lang, 2018) (H. Park & Joyner Armstrong, 2019)
Emotional	Recreational shopping consciousness; Impulsiveness. Intrinsic motives (recreational) Lifestyle Experiential value Intrinsic motivations Personality	(Turunen & Pöyry, 2019) (C. Almeida, 2019) (Elias, 2020) (Lang et al., 2020) (Lee & Chow, 2020) (Lang & Armstrong, 2018)

	Perceived enjoyment Experience value	(Lang, 2018) (Mishra et al., 2020)
Fashion consciousness	Fashion consciousness; Brand-loyal orientation Fashion involvement; Vintage motive Pre-loved treasure Design Brand consciousness Fashion leadership Opportunity to experiment new styles, Opportunity to create engagement between designers and end consumers Brand heritage	(Turunen & Pöyry, 2019) (C. Almeida, 2019) (Turunen & Leipämaa-Leskinen, 2015) (Hürlimann, 2020) (Turunen & Pöyry, 2019) (Lang & Armstrong, 2018) (Pedersen & Netter, 2015) (Kessous & Valette-Florence, 2019)
Social	Sellers' enactment of their social role Extrinsic motives (signaling status) Social climbing Celebrities wearing second-hand Opinion of others Identity projection value	(Turunen et al., 2020) (C. Almeida, 2019) (Kessous & Valette-Florence, 2019) (Hürlimann, 2020) (Lee & Chow, 2020) (Mishra et al., 2020)
Perceived performance risks	Perceived risk Fear of Inauthenticity (negative influencer) Psychological risks (negative driver) Unsatisfied service (negative driver) Risk Investment (fear of inauthenticity) Performance risk (negative driver)	(Mishra et al., 2020) (C. Almeida, 2019) (Lang, 2018) (Lang et al., 2020) (Turunen & Leipämaa-Leskinen, 2015) (Lang, 2018)
Green	Critical motivations (eco-consciousness) Eco-conscious concerns Sustainable choice Sustainability Ecological importance Past sustainable behavior	(C. Almeida, 2019) (Kessous & Valette-Florence, 2019) (Turunen & Leipämaa-Leskinen, 2015) (Elias, 2020) (Hürlimann, 2020) (Lee & Chow, 2020) (Mishra et al., 2020)
Need for uniqueness	Need for Uniqueness Uniqueness Need for uniqueness Unique Find	(C. Almeida, 2019) (Elias, 2020) (Hürlimann, 2020) (Lang & Armstrong, 2018) (Turunen & Leipämaa-Leskinen, 2015)

### 3 Conceptual Framework and development of hypotheses

The conceptual framework for the present study is represented in Figure 1 and emphasizes the aim to understand the impact of the identified drivers of the consumption of SHLF products. The effects of each driver on the construct attitudes of the TBP are analyzed as well as the consequent behavior intention and actual behavior.

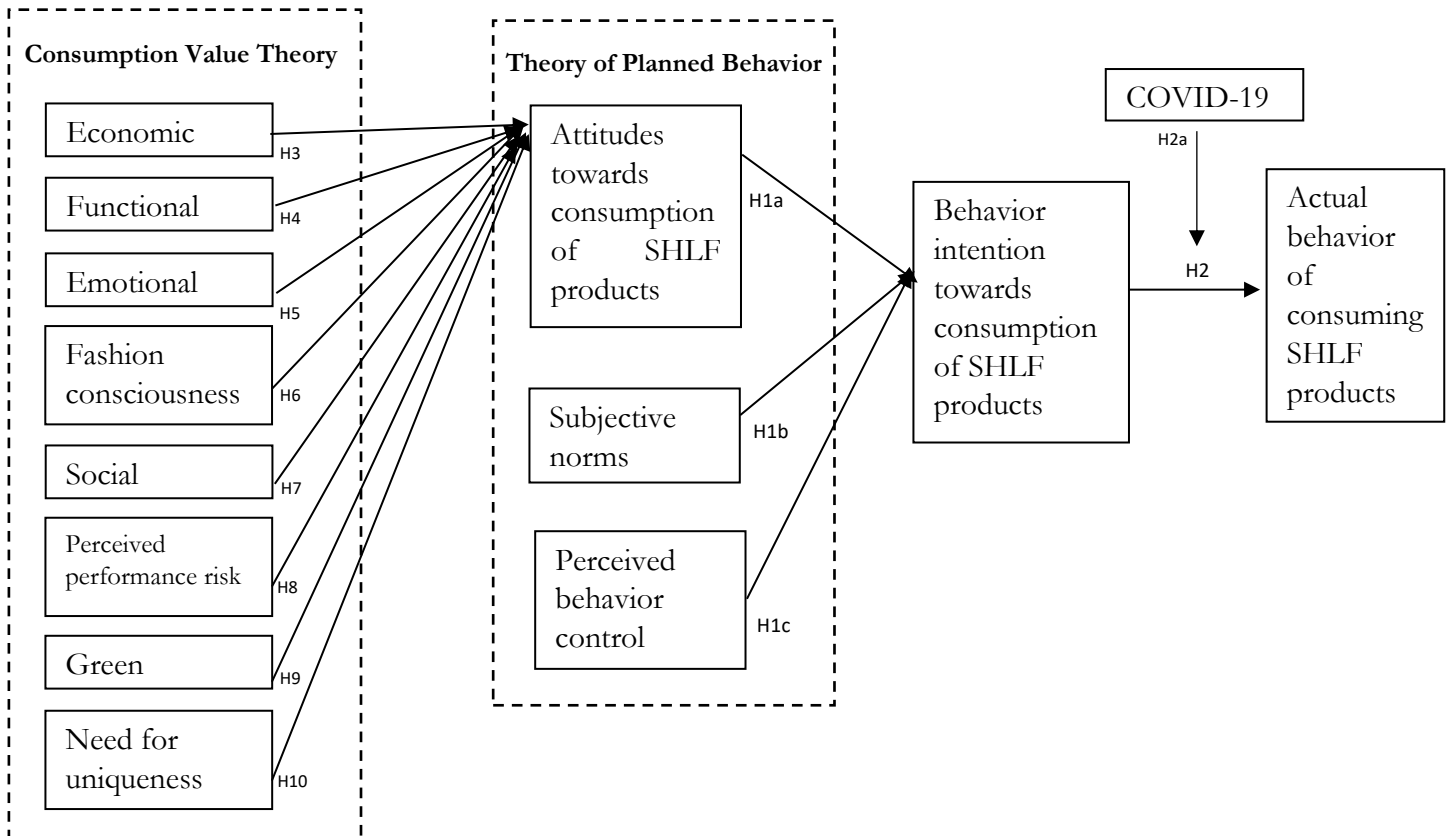


Figure 1 - Conceptual framework

#### 3.1 Theory of Planned Behavior

The Theory of Planned Behavior (TPB) emerged as an extension of the Theory of Reason Action (TRA) (Ajzen, 1991). The TRA intends to explain the relationship between attitudes and behaviors within human action. This theory claims that behavior is determined by the behavioral intention to emit behavior and that two major factors determine these behavioral intentions: the “attitudinal” factor and the social or “normative” factor (Vallerand et al., 1992). The TPB introduced another factor: perceived behavioral control, which is the

perception of the difficulty of enacting a behavior. Therefore, TPB is a social-psychological model of customer behavior that suggests that a set of cognitions: attitudes toward behavior, subjective norms, and perceived behavior control are the main predictors of an individual's behavior intentions and consequently their behavior (L. Chen & Yang, 2019; McMillan & Conner, 2003). Table 5 describes the definition of the three major factors of the TPB. Either the Theory of Reason Action (Baek & Oh, 2021; Lee & Chow, 2020; Mishra et al., 2020) or the Theory of Planned Behavior (Ajzen, 2010; Arminen, 2017; Gonçalves, 2020; Padmavathy et al., 2019; Zheng et al., 2012) are frequently used by researchers to explain consumer behavior and intentions. The decision to choose the TPB over the TRA was because the first is more complete than the last.

The TBP is identified as a relevant theory for fashion consumption behavior (A. R. Almeida, 2020; Brandão & Costa, 2021; Ek Styvén & Mariani, 2020; Gonçalves, 2020; Lang & Armstrong, 2018) and has been used and extended in several studies. Research shows that the three TPB cognitions best predicts consumption intention, an immediate antecedent, and a predictor of behavior (Ajzen, 2010). A study about clothing renting and swapping by Lang and Armstrong (2018) applied the TPB and stated that subjective norms were positively related to clothing renting, but perceived behavior control and attitudes were not significantly associated with it. As there are few studies about renting, there are no sufficient conclusions about this subject, and additional research is needed to point a solid relationship between TBP and behavioral intention towards renting SHLF products. Regarding the SH market, a study of consumer's second-hand consumption intentions of Almeida (2020) concluded that consumption intention is positively and directly influenced by the factors: attitude, subjective norms, and perceived behavioral control.

Additionally, it is essential to mention that there is a big difference between behavioral intention and actual behavior (Ajzen, 1991). Therefore, it is important to include in the research the construct actual behavior of consuming SHLF products.

In this sense, the first hypotheses were stated as follows:

H1: Attitudes (a), subjective norms (b), and perceived behavioral control (c) are positively associated with behavioral intention towards consumption of SHLF products.

H2: Behavioral intention is positively associated with actual behavior consuming SHLF products.



### 3.2 COVID-19

Coronavirus 2019 (COVID-19) started in early 2020, and it is an emerging disease with unique biological characteristics, clinical symptoms, and imaging manifestations (M. Zhou et al., 2020). COVID-19 has posed a significant threat to global health and has provoked many disruptions (short, mid, and long term) to almost all industries (Pantano et al., 2020). Consequently, there is a need to study the impacts of this pandemic to be able to find solutions to help businesses adapt.

Indeed, it cannot be ignored that the pandemic brought many changes in the way consumers behave and buy, mainly due to financial constraints or health concerns. Predictions indicate that these changes will not end when the pandemic ends but will remain with the consumers for the following years (Ivanov, 2020).

The demand side was impacted since many individuals lost their job and faced difficult financial constraints. Consequently, these consumers are more conscious than ever before and look for alternative ways to spend money. Instead of buying first-hand luxury products, many consumers consider buying second-hand and, instead of buying a dress to use only on one occasion, consumers consider renting it. Also, many consumers consider selling their products to earn additional income.

Nevertheless, the COVID-19 brought concerns, such as consumers being worried about physical contamination involving contact with goods previously touched by others. These concerns disrupted the fast pace in which fashion rental services were growing, and, therefore, rental fashion businesses need to strategically adapt and respond to this crisis (Baek & Oh, 2021)

To the author's best knowledge, previous studies have not investigated the impact of COVID-19 regarding the consumption of SHLF products. However, there are reasons to believe that COVID-19 strangeness the relationship between behavior intention towards the consumption of SHLF products and the actual behavior of consumption of SHLF products.

Therefore, the COVID-19 was added as a moderator to enrich this study, and the following hypothesis is proposed:

H2a: COVID-19 will positively moderate the relationship between behavior intention towards the consumption of SHLF products and the actual behavior of consumption of SHLF products.

### **3.3 Theory of Consumption Value**

The Theory of Consumption Values (TCV) was developed to explain the reasons why consumers make certain choices (buy or not to buy, or to use or not to use a specific product) (Sheth et al., 1991). This theory may be used to predict consumer behavior, as well as to describe and explain it. The three fundamentals of this theory are: 1) consumer choice is a function of multiple consumption values; 2) the consumption values make differential contributions in any given choice situation; 3) the consumption values are independent. The theory identifies five consumption values influencing consumer choice behavior (functional value, conditional value, social value, emotional value, and epistemic value). In this study, the TCV is adapted, and eight values are considered (economic, functional, emotional, fashion consciousness, social, perceived performance risk, green, need for uniqueness). In fact, values are seen as a stable construct for predicting attitudes and behaviors (Baek & Oh, 2021). Consequently, consumption values were added in this study as immediate antecedents and predictors of attitudes towards the consumption of SHLF products.

A study by Baek and Oh (2021) intended to explain how diverse consumption values of fashion rental services form attitudes toward the service and predict adoption intentions. The results show that functional, economic, and emotional values significantly increase attitudes leading to adoption intentions (Baek & Oh, 2021).

### **3.4 Consumption values of the second-hand luxury fashion market**

Considering the context of SHLF consumption, in the conceptual framework presented in Figure 1, eight consumption values are presented as drivers of attitudes towards the consumption of SHLF products. Five of these drivers are the ones presented as antecedents of attitudes towards fashion renting services in the study of Baek and Oh (2021) and were maintained in this study as they are aligned with the findings in the literature review, as shown in Table 4, and three more drivers were added.

#### **3.4.1 Economic value**

One of the drivers of SHLF consumption most identified by relevant studies is related to economic value (C. Almeida, 2019; Kessous & Valette-Florence, 2019; Lee & Chow, 2020; H. Park & Joyner Armstrong, 2019; Turunen et al., 2020). The economic value is price-

focused rather than quality focuses (Baek & Oh, 2021). Consumers of SHLF and consumers who rent search for good-price quality ratios and good deals (Turunen & Pöyry, 2019). Buying second-hand allows people to buy high-quality and luxurious products without paying the price as high as if they bought first hand (C. Almeida, 2019). Several studies consider that the fact that a product can be bought or rented at lower prices increases the probability that a person is willing to buy or rent that product.

In detail, research indicates that one of the crucial points of buying SHLF products instead of FHLF products is the possibility to buy articles of aspirational brands at better prices. Baek and Oh (2021) study is one of the studies that suggests that economic values significantly increase attitudes leading to adoption intentions. Ek Styvén and Mariani (2020) study suggests that one of the three major antecedents of consumers' attitude towards buying second-hand clothes on peer to peer sharing platforms is related to economic motivations (Ek Styvén & Mariani, 2020).

Furthermore, some people buy luxury products not only to have them but also intending to resell (Turunen et al., 2020). Some products, usually limited editions, can be sold at higher prices than the initial price. Sellers become enthusiastic about these situations and invest in these products with a focus on the financial reward.

Thus, the following hypothesis is proposed:

H3: Economic value is positively related to attitudes toward the consumption of SHLF products.

### **3.4.2 Functional value**

The second driver, which was identified the most in similar studies, was the functional value. The functional value is related to the high-quality consciousness, the ease of use of the service/products, the experiential value, and the relative advantages of the service (Lee & Chow, 2020). People want to consume SHLF products when buying, selling or renting SHLF products can save them time, if the product assortment is good and if they feel utility in those services (Hürlimann, 2020). For instance, some people have many clothes at their homes and do not know what to do with them. When they are made aware of shops or online platforms that offer alternatives to dispose these unwanted products and make

them money, they feel the utility and the functional value of these services (H. Park & Joyner Armstrong, 2019).

As with the economic value, in the Baek and Oh (2021) study, the functional value was suggested to significantly increase attitudes leading to adoption intentions.

According to this research, H4 was formulated:

H4: Functional value is positively related to attitudes toward consumption of SHLF products

### **3.4.3 Emotional value**

Consumers of SHLF products feel emotional experiences while buying, renting, and selling. The emotional value is related to the enjoyment perceived while consuming these products and indicates the pleasure, fun, and satisfaction gained from performing a particular behavior (Lang, 2018). This is related to the recreational part of shopping, which is the experience of being involved in shopping activity: product searching, treasure hunting, feeling the unique atmosphere of local shops, being able to find unique pieces, and being able to buy high-quality pieces at lower prices (Turunen & Pöyry, 2019). For some, it is not about the act of buying but the sensation felt during the whole process of doing it; some consumers think it is true entertainment.

Additionally, some individuals value the fact that the SHLF products have an old authenticity and that second-hand luxury products may hold deeper meanings for the new owners (Turunen & Leipämaa-Leskinen, 2015).

Existing studies mention that having fun and feeling positive emotions during the shopping process has importance on the consumers' decisions (Lang, 2018). Therefore, if renting, buying, and selling SHLF products causes positive emotions to consumers, the probability that they will engage with this behavior is higher. In the study of Baek and Oh (2021) it is suggested that emotional value significantly increases attitudes leading to adoption intentions.

According to this research, H5 was formulated:

H5: Emotional value is positively related to attitudes toward the consumption of SHLF products.

#### **3.4.4 Fashion consciousness value**

When talking about consumers of SHLF products, it can be said that they are usually interested in the latest fashion trends (Turunen & Pöyry, 2019). Frequently, shopping SH is not about old and outdated products but the most iconic and unique pieces (Turunen & Pöyry, 2019). Research has shown that fashion leadership has a significant positive influence on the intention to rent clothes (Lang & Armstrong, 2018). Fashion leadership is related to the fact that people want to buy the latest fashion trends earlier than others and want to influence others on buying them. Moreover, the option to rent clothes and other fashion items allows people to experiment with new styles without having to pay the total price (Pedersen & Netter, 2015).

Indeed, Turunen and Pöyry (2019) concluded that two of the seven dimensions that characterize second-hand consumers are brand consciousness and fashions consciousness.

According to this research, H6 was formulated:

H6: Fashion consciousness value is positively related to attitudes toward consumption of SHLF products.

#### **3.4.5 Social value**

Currently, individuals care a lot about what other people think and influence their lives based on that. Specifically, consumers are influenced in their preferences as some brands provide status quo, meaning that consumers prefer to buy well-known brands just because they consider it will signal their status (Turunen et al., 2020). These behaviors are related to conspicuous consumption, which is “a motivational process by which individuals strive to improve their social standing through the conspicuous consumption of consumer products that confer and symbolize status both for individual and surrounding significant others” (Eastman et al., 1999, p 42). Alongside the desire for social recognition, the consumption of SHLF products is influenced by the need to belong (Kessous & Valette-Florence, 2019).

In the Baek and Oh (2021) study, the social value was not found to affect attitudes significantly but, for instance, in the study of Kessous and Valette-Florence (2019), the results show that the purchasing of second-hand luxury products is linked to social climbing. Moreover, Turunen (2020) also concluded that for some individuals, the act of selling SHLF products empowers a perceived higher social status.

According to this research, H7 was formulated:

H7: Social value is positively related to attitudes toward the consumption of SHLF products.

#### **3.4.6 Perceived performance risk value**

Although the SHLF market is growing a lot in many countries, many people still have the stigma of wearing second-hand clothes (Armstrong et al., 2015). Most of these consumers are worried about the cleanness and the quality of the products, and many others are worried that others might think bad things about them because they are wearing used clothes (Lang, 2018). Plus, consumers' attitudes towards the consumption of SHLF products are influenced by the uncertainty regarding the item's authenticity (Arminen, 2017). The Lang (2018) and Mishra (2020) studies confirmed the negative influence of performance risk on attitude fashion renting.

According to this research, H8 was formulated:

H8: Perceived performance risk value is negatively related to attitudes toward the consumption of SHLF products.

#### **3.4.7 Green value**

Nowadays, consumers, especially young consumers, have ecological concerns and are aware that the fashion industry is one of the most polluting industries in the world. The luxury universe of first-hand products still faces many challenges in terms of eco-consciousness values, and the second-hand market tries to diminish the ecological footprint of this industry (C. Almeida, 2019). The green value is associated with eco-friendly consumption behaviors.

Recent studies suggest that eco-friendly concerns motivate the consumption of SHLF products (Kessous & Valette-Florence, 2019), and many authors agree that sustainability and circular economy are critical drivers that increase the consumption of SHLF products (Hürlimann, 2020; Lee & Chow, 2020). In detail, the study of Ek Styvén and Mariani (2020) claims that perceived sustainability positively influences attitude towards buying secondhand; the study of Almeida (2020) suggests that attitude is positively and directly influenced by both the environmental knowledge and the environmental concern; plus, Kessous and Valette-Florence (2019) and Elias (2020) also agree that purchasing

second-hand luxury products is linked to eco-conscious concerns. However, the conclusions about the green value are not the same for all authors; for example, in the Baek and Oh (2021) study, the green value was not found to significantly affect attitudes. The fact that green value may not affect attitudes toward consumption of SHLF products may be linked with the intention-behavior gap mentioned in the introduction. Consumers are aware that the fashion industry needs to slow down and that its negative impacts need to be reduced, but there is a big difference between knowing and acting.

According to this research, H9 was formulated:

H9: Green value is positively related to attitudes toward the consumption of SHLF products.

#### **3.4.8 Need for uniqueness value**

Related to social value, there is another concept: need for uniqueness. This value is addressed many times by researchers (C. Almeida, 2019; Elias, 2020; Hürlimann, 2020), and some studies state that this need for uniqueness is the central motivation for purchasing SHLF products (C. Almeida, 2019). Products are often unavailable in the market but available in pre-owned stores, and people search for these products. Furthermore, these products are many times unique, exclusive, and rare, and therefore more appealing. Thus, one of the reasons that more people buy SHLF products is the exclusivity factor.

The study's findings by Lang and Joyner Armstrong (Lang & Armstrong, 2018) suggest that the need for uniqueness significantly influences the intention to rent and swap clothing. Also, Elias (2020) and Almeida (2019) point the need for uniqueness as one of the main motivations to purchase SHLF products.

According to this research, H10 was formulated:

H10: The need for uniqueness value is positively related to attitudes toward the consumption of SHLF products.

## 4 Methodology

This research takes a quantitative methodological approach to provide academia with solid quantitative data about the drivers of buying, selling, and renting SHLF products, in the context of the COVID-19 pandemic. As can be seen in Tables 2 and 3, previous studies are mainly of qualitative nature. However, this study considers that the quantitative approach is more relevant and suitable to relate different variables (Augusto, 2014).

The Structural Equation Modelling (SEM) was used to test the hypothesis since it is one of the most popular quantitative social and human studies techniques. SEM is a multiple regression modelling technique used to test the validity of theoretical models with underlying and hypothetical relationships between variables (Kline, 2015). These relationships are represented by parameters that indicate the magnitude of the effect that the independent variables represent on other variables (the dependent ones) in a composite set of hypotheses regarding patterns of associations between variables in the model (Marôco, 2014). It is important to notice that some variables can be directly measured and observable and others cannot, that only their effects can be observable (Marôco, 2014). In this way, it is necessary to find adequate scales to measure these variables, called latent variables. This is one of the most significant advantages of SEM, the fact that it is possible to analyze variables that cannot be directly measured.

Two different analyses of SEM could be used, Partial Least Squares-bases Structure Equation (PLS-SEM) or Covariance-based (CB-SEM). In this study, the PLS-SEM was chosen because PLS-SEM does not require distribution assumptions, can be used for relatively small samples, and, usually, is better to explore highly complex models underlying theoretical structures.

### 4.1 Measures

To measure each of the constructs, existing scales from previous studies were used and adapted (see Tables 5 and 7). In detail, the economic value was measured using 5 items adapted from Guiot and Roux (2010). Functional value was measured using 5 items adapted from Lee and Chow (2020), Karahanna et al. (1999), Mishra et al. (2020), and Zheng et al. (2012). Social value was measured using 4 items adapted from Mishra et al. (2020) that were adapted from Belk (1988), Vigneron and Johnson (2004), and Arminen (2017), and 1 item adapted from Wang et al. (2018). Emotional value was measured using 5 items adapted from



Lang (2018). Green value was measured using 3 items adapted from Lee and Chow (2020) adapted from Laroche (2001). The need for uniqueness value was measured with 5 items from Ruvio (2008). Fashion consciousness value was measured with 4 items from Mishra (2020) that were adapted from Moeller and Wittkowski (2010) and O’Cass and Choy (2008). Perceived performance risks value was measured using 3 items adapted from Lang (2018). A 7-point Likert scale, (1)= totally disagree and (7)= totally agree, was used to measure each item.

Regarding the Theory of Planned Behavior constructs, the items were created according to Ajzen’s (2010) guidelines. Attitudes towards consumption of SHLF products were measured using a 7-point bipolar ranging from bad, useless, worthless, and unenjoyable to good, beneficial, valuable, and enjoyable, respectively. Subjective norms were measured using a 3 item scale employed by Kim and Han (2010) and Fishbein (2003). Perceived behavioral control was evaluated by 4 items adapted from Armitage et al. (1999) and Kim and Han (2010). Behavior intention was measured using 4 items adapted from Armitage et al. (1999) and Yazdanpanah and Forouzani (2015). Finally, actual behavior was measured using 3 items adapted from Armitage et al. (1999).

Moreover, respondents were asked if during the COVID-19 crises they had been consuming more SHLF products to measure if the COVID-19 moderated (accelerated) the relationship between behavior intention and actual behavior.

At the end of the questionnaire, the individuals were asked to provide their demographic information (gender, age, nationality, occupation, level of education and, net monthly income).

**Table 5 - Constructs for the research model**

<b>Construct</b>	<b>Definition</b>	<b>Adapted from</b>
Attitude	“Function of the salient (behavioral) beliefs about the perceived consequences of performing the behavior and the person’s (outcome) evaluation of these consequences”.	(Vallerand et al., 1992), pg 98
Subjective norm	“An actor’s perception of what important specific referent individuals or groups think he or she should do. Subjective norms are a function of the person’s (normative) beliefs regarding what each referent thinks	(Vallerand et al., 1992), pg 98

	he or she should do and the motivation to comply with these referents”.	
Perceive Behavior control	“Represents the extent to which people believe they are able to perform the behavior because they have adequate capabilities and/or opportunities or are lacking in these”.	(Staats, 2004) pg2
Behavior Intention	The intention to perform a specific behavior.	(Ajzen, 2010; Vallerand et al., 1992)
Actual behavior	The actual practice of the behavior.	(Ajzen, 2010; Vallerand et al., 1992)
COVID-19	Emerging disease with unique biological characteristics, clinical symptoms, and imaging manifestations.	(M. Zhou et al., 2020).
Economic value	Perceived utility of the ratio of costs and benefits and the perceived value of the reduction of costs.	(Cengiz & Kirkbir, 2007) (Zeithaml, 1988)
Functional value	Perceived value of the quality of the service and of its effectiveness of functional, utilitarian, and physical performance.	(Sheth et al., 1991)
Emotional value	Perceived value of having positive feelings or affective states while doing an activity.	(Sheth et al., 1991)
Fashion consciousness value	Perceived value of having fashionable products.	(Kang & Park-Poaps, 2010)
Social value	Perceived value of being accepted and appreciated by others based on material possessions.	(Eastman et al., 1999)
Perceived performance risk value	Perceived value of the risks a certain activity can involve, usually unpleasant.	(Zheng et al., 2012)
Green value	Perceived value of contributing to environmental sustainability.	(Y. S. Chen & Chang, 2012)
Need for uniqueness value	Perceived value of being authentic and different from others in the way a person dresses.	(Hürlimann, 2020)

## 4.2 Data sample and collection

A survey was developed to collect the data, as this technique allows to collect information from a large sample that can be representative of the population in analysis (Hill & Hill, 2008). It was developed using an electronic questionnaire, which can be seen in the appendix. The questionnaire was written in English, built on Google Forms, and distributed to ordinary consumers as the aim was to study the general consumer. Plus, the questionnaire was pre-tested by seven Portuguese individuals before being applied, resulting in some

changes mainly regarding phrase construction to avoid any confusion from respondents. Social Media (Facebook, LinkedIn, Whastapp) and Amazon Mechanical Turk (MTurk) were used to distribute the questionnaire. MTurk is a crowdsourcing platform that is approved by academia and that recruits participants to answer surveys. This tool helps to reach more people and to get cross-cultural data.

Between May and June of 2021, a total of 596 questionnaires were obtained. 12 questionnaires had to be considered invalid since the answers did not make sense together, but no answers were revealed to be potential outliers. At the beginning of the questionnaire, individuals had to answer which type of consumption of SHLF they practice the most, being the options: buying, selling, renting or none. After this question, individuals answered the questionnaire always regarding the type of consumption they practiced the most. The answers of the 62 individuals who did not practice any of the three types (buying, selling, renting) were not retained because the model of this study includes the actual behavior of consumption; therefore, these individuals could not be considered. Thus, 522 valid questionnaires were collected and retained for further analysis.

The sample demographic profile (see Table 6) shows higher participation from females (53.2%), which was expected since females usually demonstrate more interest in fashion than males. The distribution of ages was the following: 12.2% between 18-24 years, 40.3% between 25-34 years, 25.7% between 35-44 years, 10.9% between 45-54 years, 9.9% between 55-64 years and 1% more than 65 years. Of this sample, the majority of the respondents were Portuguese (27.7%), followed by American (22.8%) and Indian (20.0%), despite being represented by more than 10 other nationalities. Regarding the main occupation, more than half of the respondents were employees (54.2%), followed by self-employed (22.3%). Also, half of the study participants had a bachelor's degree (50%), followed by a master's degree (29.9%). Lastly, most of the respondents reported an income between 600€ to 1199€ (25.7%) and between 1200€ to 1799€ (18.1%).

**Table 6 - Demographic profile of the respondents**

Demographic Variables N=522	Total	
	n	%
<b>Gender</b>		
Female	278	53.2
Male	237	45.5
Prefer not to say	7	1.3
<b>Age Range</b>		
18-24	64	12.2
25-34	210	40.3
35-44	135	25.7
45-54	57	10.9
55-64	51	9.9
More than 64	5	1
<b>Education</b>		
Middle School	4	0.8
High School	88	16.8
Bachelor's	261	50
Master's	156	29.9
PHD	13	2.5
<b>Nationality</b>		
Portuguese	145	27.7
Indian	104	20
American	119	22.8
Other	154	29.5
<b>Preferred type of consumption</b>		
Buy	342	65,5
Sell	107	20.5
Rent	73	14

## 5 Results

This quantitative study intends to measure and validate findings with bigger samples than qualitative studies and provide more significant insights about the relative importance of each driver of consumption of SHLF products. Thus, the Partial Least Square-Structural Equation Modeling (PLS-SEM) was employed for the data analysis, using the Smart PLS 3 software. To test the research hypotheses, it was performed a bootstrapping with 5000 subsamples.

### 5.1 Reliability and validity of the measures.

In order to test the quality of the model, the first thing done was a confirmatory factor analysis which assesses if the proposed model measurements and constructs meet the standards of reliability and validity. All items with outer loadings lower than 0.5 were considered low and non-significant and were eliminated (Hair et al., 2019): functional\_5 and social\_5. Then, the Variance Inflation Factor (VIF) was used to evaluate the collinearity of the indicators to make sure the regression results were not biased (Hair et al., 2019). All items had VIF values above 5; therefore, there is no indication of collinearity issues (Hair et al., 2019).

The following step, intended to check the reliability and internal consistency of the constructs, uses the Composite Reliability (CR) score. As can be seen, in Table 7, the result from the PLS-SEM shows that reliability was achieved since CR values range from 0.882 to 0.950, all higher than 0.7, the recommended threshold (Hair et al., 2019). Moreover, the value of Cronbach's alpha of the constructs ranged from 0.733 to 0.930, meeting the recommended threshold of 0.7, showing constructs' reliability (Hair et al., 2019). The last step was using the Average Variance Extracted (AVE) to check the convergent validity of the structure variables. It can be seen in Table 7 that convergent validity was achieved since all values ranged from 0.741 to 0.864, exceeding the recommended threshold of 0.5 (Hair et al., 2019).

**Table 7 - Descriptive, reliability and convergent validity**

Composite	Item	FL	$\alpha$	Mean	SD	CR	AVE
Actual Behavior			0.733			0.882	0.789
	I had consumed SHLF products.	0.874		0.549	0.498		
	How often do you consume SHLF products?	0.630		2.801	1.044		
Attitude	I tried to consume SHLF products.	0.891		0.453	0.498		
			0.901			0.931	0.770
	For me, consuming SHLF products is:						
	Bad – Good	0.856		5.130	1.623		
	Useless – Beneficial	0.890		4.945	1.693		
	Worthless – Valuable	0.906		5.019	1.621		
Behavior Intention	Unenjoyable – Enjoyable	0.859		5.143	1.627		
			0.899			0.937	0.831
	The likelihood I would consume SHLF is high.	0.908		4.864	1.652		
	I would be willing to consume SHLF.	0.932		5.046	1.614		
Economic	I would be willing to recommend the consumption of SHLF to my friends.	0.895		5.013	1.656		
			0.883			0.920	0.741
	I can afford more products because I pay less for consuming SHLF products.	0.865		4.966	1.630		
	One can have more products for the same amount of money if one consumes SHLF products.	0.855		5.082	1.555		
	I feel that I have lots of products for not much money by con consuming SHLF products.	0.854		4.994	1.545		
	I don't want to pay more for a product just because it's new.	0.691		4.857	1.692		
Emotional	By consuming SHLF products, I feel I'm paying a fair price for products.	0.826		5.178	1.451		
			0.919			0.939	0.756
	I found it would be fun to consume SHLF products.	0.880		5.094	1.555		
	I enjoy consuming SHLF products.	0.901		5.226	1.482		
	Consuming SHLF products would be a real pleasure.	0.875		5.101	1.537		

	Consuming SHLF products would be enjoyable.	0.900	5.285	1.480		
	Consuming SHLF products with others would be a great leisure activity.	0.786	4.956	1.565		
Fashion Consciousness			0.911		0.936	0.784
	It is important for me to use the latest luxury fashion products.	0.904	4.252	1.910		
	I prefer fashion over comfort when I have to choose between the two.	0.814	4.151	1.855		
	I like to keep up with the latest trends in luxury fashion products.	0.911	4.549	1.773		
	Trendy luxury fashion products mean a lot to me.	0.910	4.442	1.816		
Functional			0.896		0.928	0.763
	Consuming SHLF products would enable me to get the products I want more quickly.	0.891	4.895	1.608		
	Consuming SHLF products would enhance my effectiveness in getting the products I want.	0.881	4.853	1.555		
	Consuming SHLF products would enable me to get the products I want more easily.	0.900	4.937	1.619		
	Consuming SHLF products would enable me to get the products I want more cheaply.	0.801	5.160	1.543		
	I am worried with the fact the SHLF products may not perform as expected (e.g., quality, size).	0.449	4.390	1.791		
Green			0.921		0.950	0.864
	Consuming SHLF products will reduce pollution.	0.922	4.922	1.675		
	Consuming SHLF products is important to save natural resources.	0.939	4.966	1.634		
	Consuming SHLF products will save land that would be used as dumpsites for apparel disposal.	0.927	4.990	1.667		
PBC			0.884		0.928	0.812
	If it were entirely up to me, I am confident that I would be able to consume SHLF products.	0.897	5.067	1.597		
	I believe I have the ability to consume SHLF products.	0.920	5.134	1.540		
	I have resources, time and opportunities to consume SHLF products.	0.886	5.046	1.583		
Perceived Performance Risks			0.771		0.885	0.794
	I am worried about the cleanness of SHLF clothing.	0.967	4.327	1.796		
	The quality of the SHLF clothing will be poor	0.801	3.866	1.835		
	I will not feel comfortable when wearing the clothing that has been worn by others.	0.659	3.910	1.888		

Social		0.930	0.950	0.826
	I would like to use SHLF products to be appreciated by others.	0.859	4.294	1.875
	I would like to use SHLF brands to impress people.	0.851	4.113	1.905
	I would like to use SHLF brands to conform to an affluent lifestyle.	0.876	4.291	1.862
	I would like to use SHLF products to enhance my status.	0.855	4.302	1.897
	There is no shame in consuming SHLF products.	0.476	5.319	1.551
Subjective norms		0.900	0.937	0.833
	Most people who are important to me think that I should consume SHLF products.	0.903	4.413	1.741
	Most people who are important to me consume SHLF products.	0.910	4.300	1.710
	The people in my life whose opinion I value consume SHLF products.	0.924	4.405	1.760
Need for uniqueness		0.916	0.937	0.749
	I often look for one-of-a-kind products or brands to create a style that is all my own.	0.850	1.588	4.872
	Often when consuming fashion products, an important goal is to find something that communicates my uniqueness.	0.891	1.558	4.872
	I often combine fashion products in such a way that I create a personal image for myself that cannot be duplicated.	0.875	1.559	4.866
	I often try to find a more interesting version of ordinary fashion products because I enjoy being original.	0.857	1.538	4.977
	I am often on the lookout for new fashion products or brands that will add to my personal uniqueness.	0.854	1.503	4.937

Note: FL: Standardized factor loading;  $\alpha$ : Cronbach's alpha; CR: Composite Reliability; AVE: Average Variance Extracted



To check if there is discriminant validity, following Fornell and Larcker (1981) approach, the square root of the Average Variance Extracted (AVE) score needs to be greater than the Intercorrelations (IC). Table 8 shows that discriminant validity was achieved.

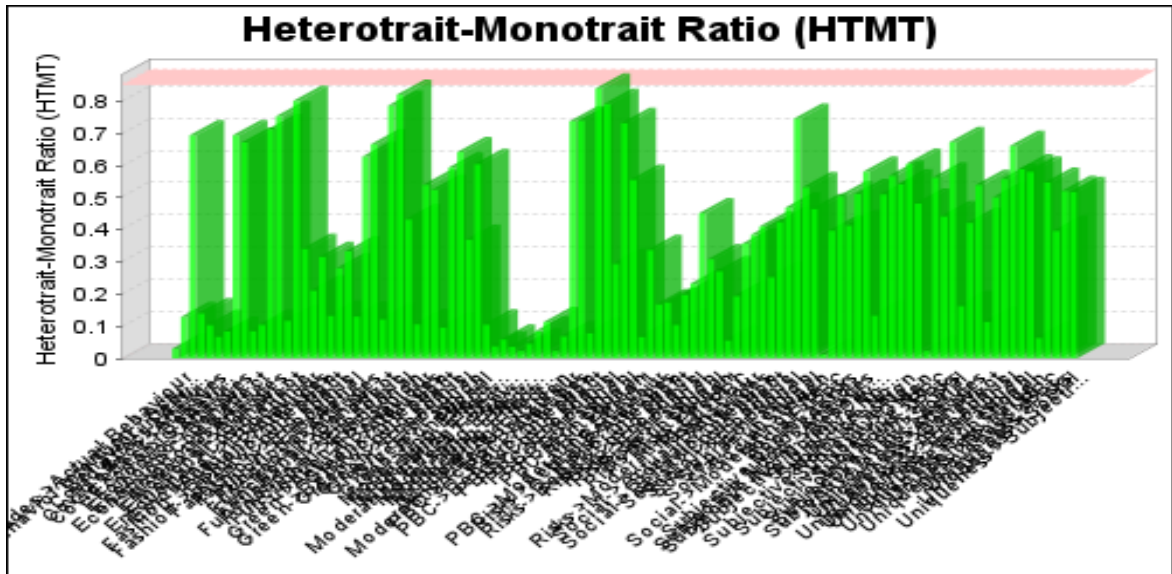
**Table 8 - Average Variance Extracted (AVE) and Inter-Correlations (IC)**

	1	2	3	4	5	6	7	8	9	10	11	12	13
1. Actual behavior	<b>0.888</b>												
2. Attitudes	0.021	<b>0.878</b>											
3. Behavior intention	0.105	0.627	<b>0.912</b>										
4. Economic	0.067	0.623	0.598	<b>0.861</b>									
5. Emotional	0.080	0.652	0.686	0.722	<b>0.869</b>								
6. Fashion consciousness	0.273	0.204	0.289	0.264	0.310	<b>0.886</b>							
7. Functional	0.108	0.568	0.598	0.699	0.747	0.402	<b>0.874</b>						
8. Green	0.087	0.492	0.477	0.535	0.591	0.343	0.549	<b>0.929</b>					
9. PBC	0.049	0.660	0.661	0.741	0.718	0.271	0.653	0.501	<b>0.901</b>				
10. Perceived Performance Risks	0.239	0.158	0.168	0.193	0.222	0.356	0.276	0.238	0.185	<b>0.891</b>			
11. Social	0.293	0.356	0.380	0.388	0.436	0.683	0.489	0.434	0.365	0.414	<b>0.909</b>		
12. Subjective norm	0.335	0.464	0.524	0.454	0.516	0.492	0.544	0.439	0.503	0.357	0.619	<b>0.912</b>	
13. Uniqueness	0.133	0.388	0.490	0.453	0.513	0.606	0.533	0.537	0.495	0.332	0.483	0.470	<b>0.865</b>

Note: the diagonal scores, in bold, indicate the square root of AVEs.

However, some scholars suggest that this approach is not suitable for assessing the discriminant validity, particularly when the indicator's loadings differences are not very significant (Henseler et al., 2015). Thus, Henseler (2015) proposed another method to determine the discriminant validity, the Heterotrait-Monotrait Ratio of Correlations (HTMT). In this case, discriminant validity is achieved if HTMT values are inferior to 0.9, or in a more conservative view, inferior to 0.85 (Henseler et al., 2015). As there are many items, in Figure 2, the legend of the X-axis cannot be read, but it can be seen that, for all items, HTMT values were below 0.85.

Figure 2 - HTMT values



## 5.2 Hypotheses testing

Once the validity and reliability of the measurement model have been confirmed, the next step was to test the hypotheses using Structural Equation Modeling (SEM) through a bootstrapping procedure (5000 subsamples).

In this study the full mediation and the partial mediation models were tested. In the partial mediation model, the paths between the antecedents proposed to the model (the consumption values) and the variable behavior intention are displayed, and these paths can be identified as the H11 hypothesis presented in Table 9. In the full mediation model these paths are not available.

The hypotheses H1a, H1b, H1c, H2, H2a, H3, H5, H6, H7, and H9 were validated. However, H4, H8, and H10 were rejected since the p-values were above 0.1, as can be seen in Table 9.

**Table 9 - Results of the hypotheses testing**

Path	Full Mediation		Partial Mediation	
	SPC	P-value	SPC	P-value
H1a: Attitudes -> Behavior intention	0.290	0.000***	0.201	0.002**
H1b: Subjective norm -> Behavior intention	0.156	0.001**	0.156	0.001**
H1c: PBC -> Behavior intention	0.366	0.000***	0.184	0.008**
H2: Behavior intention -> Actual behavior	0.103	0.027**	0.103	0.030**
H2a: Moderating Effect_ COVID -> Actual behavior	0.098	0.029**	0.098	0.030**
H3: Economic -> Attitudes	0.264	0.000***	0.262	0.000***
H4: Functional -> Attitudes	0.061	0.444ns	0.058	0.464ns
H5: Emotional -> Attitudes	0.333	0.000***	0.334	0.000***
H6: Fashion -> Attitudes	-0.114	0.027**	-0.117	0.031**
H7: Social -> Attitudes	0.104	0.059*	0.108	0.060*
H8: Perceived performance risks -> Attitudes	-0.023	0.571ns	-0.022	0.594ns
H9: Green -> Attitudes	0.098	0.060*	0.100	0.053*
H10: Need for uniqueness -> Attitudes	0.039	0.520ns	0.038	0.529ns
H11a: Economic -> Behavior intention			0.016	0.813ns
H11b: Functional -> Behavior intention			0.034	0.591ns
H11c: Emotional -> Behavior intention			0.274	0.000***
H11d: Fashion -> Behavior intention			-0.022	0.691ns
H11e: Social -> Behavior intention			-0.018	0.746ns
H11f: Perceived performance risks -> Behavior intention			-0.050	0.179ns
H11g: Green -> Behavior intention			-0.013	0.781ns
H11h: Need for uniqueness -> Behavior intention			0.128	0.012**

Note: SPC = Standardized Path Coefficient

Ns: not significant

\*p<0.1

\*\*p<0.05

\*\*\*p<0.001

For Hypothesis 1, the constructs of the Theory of Planned Behavior Attitudes (H1a), Subjective norms (H1b), and PBC (H1c) are suggested to positively affect behavior intention to consume SHLF products. In Table 9 can be seen that attitudes (SPC= 0.201, p<0.05), subjective norm (SPC= 0.156, p<0.05) and PBC (SPC= 0.184, p<0.05) are positively related to behavior intention. From the three constructs, attitudes is the one that plays a greater role in predicting behavioral intention to consume SHLF products. Indeed, from all the constructs, except for emotional and economic, the three constructs of the TBP are the ones with the higher path, which means the ones with a stronger influence on the dependent

variables. These results, as expected, confirm that the TBP is an appropriate theory to further investigate consumers' intentions (Ajzen, 1991).

In H2, behavior intention is proposed to positively affect the actual behavior of consuming SHLF products. This hypothesis is also supported (SPC= 0.103,  $p < 0.05$ ). Regarding the moderating effect of COVID-19 on the relationship between intention to consume SHLF products and the actual behavior of consuming SHLF products (H2a), the results indicate a low but significant effect (SPC= 0.098,  $p < 0.05$ ), supporting the hypothesis.

H3, H5, H7, and H9 propose that economic, emotional, social, and green values, respectively, positively influences the TBP construct attitudes. The results support all four hypotheses (H3: SPC=0.262,  $p < 0.001$ ; H5: SPC=0.334,  $p < 0.001$ ; H7: SPC= 0.108,  $p < 0.1$ ; H9: SPC=M 0.100,  $p < 0.1$ ). It should be noticed that emotional value is the construct with the highest SPC, thus the one with the strongest influence. This indicates the importance of making the purchase experience as enjoyable as possible, to contribute to a pleasurable experience and positive feelings. The second greater predictor is the economic value, which suggests that consumers pay great attention to prices. Alternatively, from the consumption value's constructs, green value is the one with the lowest path levels, thus the one with the lowest influence.

In H6, fashion consciousness value is proposed to positively affect attitudes. However, the results show that fashion consciousness value negatively influences attitudes, and the effect is significant (SPC= -0.117,  $p < 0.05$ ). This suggests that the higher people value fashion consciousness, the lower the possibility to consume SHLF products.

H4, H8 and H10 were rejected, since the effect was not significant as shown in Table 9 (H4: SPC= 0.058,  $p > 0.1$ ; H8: SPC= -0.022,  $p > 0.1$ ; H10: SPC= 0.038,  $p > 0.1$ ).

Additionally, the results indicate that the majority of the proposed antecedents (economic, fashion consciousness, functional, green, perceived performance risks, and social) of the TBP construct attitudes, except for emotional, and need for uniqueness did not significantly influence the behavior intention to consume SHLF products. Thus, H11a, H11b, H11d, H11e, H11f, and H11g are not supported and, H11c, and H11h are supported. This means that emotional and need for uniqueness are the only antecedents that directly influence the behavior intention to consume SHLF products, which means that attitudes partially mediates this relationship. Alternatively, the results suggest that the attitudes construct fully mediate the relationship between the rest of the antecedents (economic,

fashion consciousness, functional, green, perceived performance risks, and social) on behavior intention to consume SHLF products.

To further investigate the indirect effects, bias-corrected and percentile bootstrapping analyses were performed, using 5000 bootstrap samples to calculate 95% confidence intervals (CI). The mediation effect of the consumption values on behavior intentions can be seen in Table 10.

**Table 10 - Mediating effects of the partial mediation model**

Path	Bias corrected bootstrap 95% confidence interval			
	Indirect effect	P-Value	Lower	Upper
Functional -> Attitudes -> Behavior Intention	0.053	0.013**	0.023	0.093
Emotional -> Attitudes -> Behavior Intention	0.012	0.514ns	-0.011	0.049
Perceived Performance Risks -> Attitudes -> Behavior Intention	0.067	0.013**	0.030	0.121
Social -> Attitudes -> Behavior Intention	-0.024	0.068*	-0.052	-0.008
Need for uniqueness -> Attitudes -> Behavior Intention	0.022	0.091*	0.006	0.050
Fashion -> Attitudes -> Behavior Intention	-0.004	0.618ns	-0.023	0.007
Economic -> Attitudes -> Behavior Intention	0.020	0.117ns	0.004	0.048
Green -> Attitudes -> Behavior Intention	0.008	0.537ns	-0.010	0.031

Note: Ns: not significant

\*p<0.1

\*\*p<0.05

\*\*\*p<0.001

Firstly, for the mediation effect of attitudes on economic and behavior intention, the CI for the indirect effect excludes zero (95% CI [0.023, 0.093]). It is an indirect only-mediation as the findings show that attitudes mediate the relationship between economic and behavior intention, and the direct effect is not significant (SPC= 0.016, p>0). It was found the same conclusion for the mediation effect of attitudes on fashion consciousness and behavior intention. There is indirect only-mediation, since the CI for the indirect effect excludes zero (95% CI [-0.052, -0.008]), and the direct effect is not significant (SPC= -0.022, p>0.1).

Then, the mediation effect of attitude on functional and behavior intention was verified. It was already concluded that functional does not significantly affect attitudes (SPC=0.058, p>0.1) and that the direct effect between functional and behavior intention was non-significant (SPC=0.034, p>0.1). It was also found that the indirect effect is also non-existent

(SPC=0.012,  $p>0.1$ ), thus, there is a no-effect mediation. The same happens for the mediation effect of attitudes on green and behavior intention, there is no-effect mediation. The CI for the indirect effect excludes zero (95% CI [0.004, 0.048]), the indirect effect is non-significant (SPC=0.017,  $p>0.1$ ) and the direct effect is also not significant (SPC= -0.013,  $p>0.1$ ).

Regarding the mediation effect of attitudes on emotional and behavior intention, the CI for the indirect effect excludes zero (95% CI [0.030, 0.121]). Can be stated that attitudes mediate the relationship between emotional and behavior intention and that the direct effect is significant (SPC=0.274,  $p<0.001$ ). It is a complementary mediation since both mediated and direct effects exist and point in the same direction (positive).

Considering the mediation effect of attitude on social and behavior intention, the CI for the indirect effect excludes zero (95% CI [0.006, 0.050]). The result shows that attitudes mediate the relationship between social and behavior intention. Since the direct effect is not significant (SPC=-0.018,  $p>0.1$ ), it is indirect-only mediation.

Next, the mediation effect of attitude on perceived performance risks and behavior intention was checked. The results show that attitudes do not mediate the relationship between perceived performance risks and behavior intention, and as the direct effect is also not significant (SPC= -0.050,  $p>0.1$ ), it is no-effect mediation.

Lastly, the results suggest a direct-only mediation for the mediation effect of attitudes on the need for uniqueness and behavior intention. There is no mediation effect of attitude on need for uniqueness and behavior intention, but as the direct effect between need for uniqueness and behavior intention is significant (SPC= 0.128,  $p<0.05$ ), it is direct-only mediation.

### **5.3 Multigroup Analysis**

Researchers usually use a multigroup analysis (MGA) to compare models and study significant differences between subsamples (Sarstedt et al., 2011). In this study, the data was divided among three different subsamples according to the preferred type of SHLF consumption: the consumers who buy (C.Buy), the consumers who sell (C.Sell) and the consumers who rent (C.Rent). This MGA was performed according to the Nonparametric Confidence Set Approach (Sarstedt et al., 2011), using the Smart PLS 3 software. The MGA

was performed through a bootstrapping procedure with 5000 permutations to promote more excellent stability of results. The results are presented in Table 11.

**Table 11- PLS - Multi Group Analysis**

	Path Estimates C.Buy	Path Estimates C.Sell	Path Estimates C.Rent	Estimate differenc e (C.Buy - C.Sell)	Estimate difference (C.Buy - C.Rent)	Estimate difference (C.Sell - C.Rent)
H1a: Attitudes -> Behavior intention	0.281***	0.367**	0.109ns	-0.086ns	0.172ns	0.258ns
H1b: Subjective Norm -> Behavior intention	0.200***	0.165**	0.182ns	0.035ns	0.019ns	-0.016ns
H1c: PBC -> Behavior intention	0.365***	0.375**	0.349**	-0.011ns	0.016ns	0.026ns
H2: Behavior intention -> Actual Behavior	0.151**	0.019ns	0.028ns	0.132ns	0.122ns	-0.010ns
H2a: Moderating Effect _ COVID -> Actual behavior	0.057ns	0.234**	0.060ns	-0.177ns	-0.003ns	0.174ns
H3: Economic -> Attitudes	0.293**	0.257ns	0.230*	0.035ns	0.063ns	0.028ns
H4: Functional -> Attitudes	0.038ns	0.264*	-0.026ns	-0.226ns	0.064ns	0.290ns
H5: Emotional -> Attitudes	0.280**	0.650***	0.372**	-0.370**	-0.092ns	0.278ns
H6: Fashion -> Attitudes	-0.108*	-0.017ns	0.098ns	-0.090ns	-0.205ns	-0.115ns
H7: Social -> Attitudes	0.146**	-0.074ns	0.008ns	0.219*	0.138ns	-0.081ns
H8: Perceived performance risks -> Attitudes	-0.036ns	-0.045ns	0.140ns	0.009ns	-0.176ns	-0.186ns
H9: Green -> Attitudes	0.115**	-0.006ns	0.086ns	0.121ns	0.029ns	-0.092ns
H10: Need for uniqueness -> Attitudes	0.064ns	-0.299*	0.139ns	0.364**	-0.074ns	-0.438*

Note: Ns: not significant

\*p<0.1

\*\*p<0.05

\*\*\*p<0.001

Among the three groups in analysis, for most of the constructs, measurement invariance of the proposed model was obtained. This means that the validity of the constructs and consequently the validity of the conceptual model are supported.

Nevertheless, the findings indicate the existence of significant differences between path coefficients across the groups. Among C.Buy and C.Sell, significant differences were found for the relationship between emotional and attitudes ( $p<0.05$ ), social and attitudes ( $p<0.1$ ), and need for uniqueness and attitudes ( $p<0.5$ ). Both for C.Buy and C.Sell, Emotional has a significant impact on attitudes, being the impact greater for C.Sell ( $\gamma=0.650$ ,  $p<0.001$ ). Additionally, for C.Buy, social has a significant impact on attitude ( $\gamma=0.146$ ,  $p<0.05$ ), while for C.Sell, the impact is not significant ( $\gamma=-0.074$ ,  $p>0.1$ ). Then, for C.Buy, the impact of need for uniqueness on attitudes is not significant ( $\gamma=0.064$ ,  $p>0.1$ ), whereas for C.Sell is significant ( $\gamma=-0.299$ ,  $p<0.1$ ).

For the groups C.Buy and C.Rent, there were not found significant differences.

In addition, for the groups C.Sell and C.Rent, only one significant difference was found concerning the relationship between need for uniqueness and attitudes ( $p < 0.1$ ). For C.Sell, there was a strong negative relationship between need for uniqueness and attitudes ( $\gamma = -0.299$ ,  $p < 0.1$ ), whereas for C.Rent, the impact was insignificant.

In this MGA, consumers were grouped regarding their preferred type of SHLF consumption, and as the nature of each type of consumption is very different, it was expected that some differences arise. The results confirm that, in fact, there are differences across different types of consumers.

The findings indicate that economic value significantly influences C.Buy and C.Rent, whereas, for C.Sell economic value did not significant influence their decision. This might be because it is more evident that by buying and renting SHLF products at discounted prices, we are saving money (compared to buying FHLF products), whereas by selling these products at lower prices, one might feel that is losing money. Moreover, green value has a relatively high influence on C.Buy, but not significant influence on C.Sell nor S.Rent. Indeed, previous research has highlighted green value as a more important driver for buying than for selling or renting (Ek Styvén & Mariani, 2020; Elisabeth Erickson, 2016; Keim & Wagner, 2018; Kessous & Valette-Florence, 2019; Marie-Cécile et al., 2012; Padmavathy et al., 2019).

Additionally, the study of Baek and Oh (2021) in the context of rental fashion, suggested that contamination concerns, felt even more intensely because of the COVID-19 pandemic, moderated the relationships between values and attitudes as well as attitudes and intentions. However, for the present study, the contamination concerns, indirectly measured by the COVID-19 construct, just proved to have significant influence on the type of consumers who sells.

Lastly, it can be pointed out that for C.Buy the value that poses more significance is the economic value, and for C.Sell and C.Rent it is the emotional value. Thus, considering the results of this study, luxury second-hand fashion companies might differentiate their targeting strategy according to the consumption type they want each customer to adopt.



## 6 Discussion

Nowadays, it is clear that a disruption in the fashion industry is needed in order to slow down the industry's fast pace and decrease its negative impacts on our planet. Consumers are already aware of this need for change and start to look for sustainable business models, such as the consumption of SHLF products. To provide brands, retailers, managers, and marketers suggestions to develop alternative fashion business models, it is essential to understand the significance of the drivers that influence consumers' decisions.

It should be pointed out that prior studies have already identified drivers of SHLF consumption (Ek Styvén & Mariani, 2020; Fota et al., 2019; Keim & Wagner, 2018; Mishra et al., 2020; Padmavathy et al., 2019; H. Park & Joyner Armstrong, 2019; Turunen et al., 2020; Turunen & Pöyry, 2019). This study gathered the most relevant drivers found in the literature and tried to understand and quantify the different impacts of each driver. The final list of drivers was the following: economic, functional, emotional, fashion consciousness, social, perceived performance risks, green, and need for uniqueness.

Table 12 shows the results of this study. First, it was demonstrated that the three central components of the TPB (attitude, subjective norms, and PBC) are significant predictors of consumers' behavior intention, as expected (A. R. Almeida, 2020; Brandão & Costa, 2021; Cengiz & Kirkbir, 2007). Moreover, as proposed by Ajzen (1991) behavioral intention as the immediate antecedent of the actual behavior was proved to be a good predictor, meaning that consumers do not stop in the intention phase, they actually consume.

**Table 12 - Results of research hypotheses**

<b>Hypotheses</b>	<b>Conclusion</b>
H1a: Attitudes -> Behavior intention	Accepted
H1b: Subjective Norm -> Behavior intention	Accepted
H1c: PBC -> Behavior intention	Accepted
H2: Behavior intention -> Actual Behavior	Accepted
H2a: Moderating Effect _ COVID -> Actual behavior	Accepted
H3: Economic -> Attitudes	Accepted
H4: Functional -> Attitudes	Rejected
H5: Emotional -> Attitudes	Accepted
H6: Fashion -> Attitudes	Accepted
H7: Social -> Attitudes	Accepted
H8: Perceived performance risks -> Attitudes	Rejected
H9: Green -> Attitudes	Accepted
H10: Need for uniqueness -> Attitudes	Rejected

Second, this study supports the findings of Baek and Oh (2021) that suggest that Economic and Emotional values significantly increase attitudes leading to adoption intentions. In fact, the findings of this study suggest that Economic and Emotional are the two values that influence the most the construct attitudes, and thus the ones with the greatest indirect influence on behavior intention. This means that the discounted price of the products and being able to save money is a big motivation to engage with SHLF consumption; indeed, consumers feel that by consuming SHLF products, they are paying a fair price (responses  $M > 5$ ), that for the same amount of money they can have more products (responses  $M > 5$ ) and that they do not want to pay more just because the product is new ( $M > 4.5$ ). These conclusions are in line with the studies of Ek Styvén and Mariani (2020). Regarding Emotional value, prior studies also concluded that enjoyment is one of the main reasons people participate in collaborative clothing consumption, specifically renting (Becker et al., 2018; Lang, 2018). This is much related to the idea that consumers build that they can have an infinite closet for a low cost, which would be impossible without the renting service. Moreover, enjoyment is a powerful driver related to the second-hand market because second-hand lovers enjoy the experience of searching for products that have a history and love the feel of being in a treasure hunt (Lang & Armstrong, 2018). As a matter of fact, our insights demonstrated that respondents found it fun and enjoyable the act of consuming SHLF products ( $M > 5$ ).

Next, this study suggests that social and green values increase attitudes leading to behavior intention, supporting the prior studies of Kessous and Florence (2019), Turunen (2020), Almeida (2020) and Ek Styvén and Mariani (2020). Although both effects are not very strong, both are positively significant. These results confirm that individuals are concerned with other people's opinions and want to consume this type of products to enhance their status. Indeed, the respondents demonstrated to like consuming SHLF products to be appreciated by others ( $M > 4$ ) and to impress them ( $M > 4$ ). Moreover, as already noted, many consumers have ecological concerns and search for new ways of consumption to help reduce pollution and save natural resources. In this study, consumers indicated that they believe that consuming SHLF products helps reduce pollution, save natural resources, and save the land used as dumpsites for apparel disposal ( $M > 4.5$ ).

Alternatively, contradicting what the literature predicted (Lang & Armstrong, 2018), the present research has demonstrated that fashion consciousness value has a negative effect on

attitudes towards intentions of consuming SHLF products. These findings can be related to the stigma that still exists with the second-hand market (Shrivastava et al., 2021). Some people think that second-hand products are not trendy, and therefore, if for them it is important to keep up with the latest trends, they will not buy SHLF products.

The present study also suggested an association between the values need for uniqueness, perceived performance risks, and functional. However, this study did not find empirical evidence that, in fact, these three values produce a significant effect on attitudes leading to adoption intentions. Based on existing literature, functional value was predicted to have positive influence (Baek and Oh), but this research revealed no such association. Indeed, if the product assortment, service effectiveness, and product performance were good, the effect should be positive. However, if consumers feel frustrated with the service and the product did not perform as expected, the effect could be negative. An example of a bad experience is related to the fact that SH stores usually just have one size of each product, and in the end, the product may not fit as the client expected. Additionally, the research of Lang (2018) suggested that perceived performance risks had a negative influence on attitudes fashion renting, but as already mentioned, in the present study, this relationship was statistically insignificant. Also, in this study, the relationship between need for uniqueness and attitudes was also statistically insignificant, although prior research of Lang and Armstrong (2018) and Almeida (2019) has found this relationship statistically significant.

Additionally, this study used the COVID-19 as a moderator between behavior intention and actual behavior. The COVID-19 pandemic could produce positive or negative effects on Actual Behavior. From one point of view, consumers could have less money to spend on fashion products and, could either consume fewer fashion products in general or consume more SH products because these are usually cheaper. Also, having more financial constraints, consumers could opt to rent instead of buying, and to sell their products in order to earn additional income. From another point of view, consumers now have more concerns regarding products that were previously used by others because of the contamination concerns related to the COVID-19 crisis and could consume fewer SH products. Nevertheless, this study proved that there is a positive effect that strengthens the relationship between intention and actual consumption, meaning that with the COVID-19 pandemic, individuals consume more SHLF products.

## 7 Conclusions

This research takes a quantitative methodological approach to provide academia with solid quantitative data about the drivers of buying, selling, and renting Second-Hand Luxury Fashion (SHLF) products in the context of the COVID-19 pandemic. This study uses two theories, TPB and CVT, to better understand the influence of consumers' attitudes, subjective norms, and perceived behavioral control on their behavior intentions to consume SHLF and consequently on their actual behavior of consuming SHLF products.

The main results were the confirmation of the role of the three constructs of the TPB (attitudes, subjective norms, and perceived behavioral control) on predicting intention, the positive influence of most of the proposed drivers (economic, emotional, social, and green) on the construct attitudes, which has an indirect influence on intention and consequently on actual behavior. Moreover, this research has demonstrated that there are indeed differences across different types of consumers (buyers, sellers, renters) and that the COVID-19 effect is an accelerator of the relationship between behavior intention and actual behavior.

Contrary to what was expected, fashion consciousness was proved to have a negative influence on the construct attitudes.

It should be noticed that the present study made both theoretical and practical contributions, which are detailed below.

### 7.1 Theoretical implications

The findings of this study provided meaningful theoretical implications. First, can be pointed out the use of the Consumption Value Theory (CVT) (Sheth et al., 1991) to identify the meaningful values of the consumption of SHLF products among consumers. Prior research usually uses the CVT to analyze the direct link between perceived values and behavioral intention (Wang et al., 2018). However, we opted to integrate the CVT with the TBP, and, therefore, incorporate attitudes as an antecedent to better understand the consumers' decisions shaped via attitudes formed by diverse values.

Then, by deciding to use the TPB instead of the TRA, the model of the present study became richer since instead of just studying the behavior intention to consume (A. R. Almeida, 2020; Baek & Oh, 2021), the model studied the actual behavior of consuming.

Indeed, there is a big difference between thinking of doing something and actually doing it (Ajzen, 1991).

Third, to the best of the author's knowledge, this study is the first to use the COVID-19 as a moderator for a relationship between behavior intention and actual behavior in the context of SHLF consumption. The findings indicate that this relationship becomes stronger with the presence of the COVID-19 virus, which suggests that individuals are more likely to consume SHLF products in the current period.

Moreover, there is a lack of research on the drivers of renting SHLF products, and this study intends to bridge this gap. Also, to the author's best knowledge, a strong conceptual contribution is made for the SHLF market, as there are very limited, or none, studies that gather the three types of consumption: buying, selling, and renting. The present study analyzed the previous individual studies of each type of consumption, gathered the main drivers, and proved that there are differences among different types of consumers. Plus, this study answers the call for research of Park and Joyner Armstrong (2019), which tried to understand the phenomenon of collaborative apparel consumption (CAC), which includes rental and resale markets. His study used the grounded theory approach and suggested that future research could further investigate the motives for each CAC mode with other guiding theories. This study used the CVT and TBP.

In terms of methodology, the SEM was used and proved the robustness of the model.

In the end, the present study advances the drivers of SHLF products by

- (1) providing reliable quantitative data about the drivers of buying, selling, and renting SHLF products;
- (2) using two well-established theories to further investigate these drivers;
- (3) introducing the COVID-19 as a moderator between the relationship of behavior intention and actual behavior;
- (4) evidencing differences between different types of consumers.

## **7.2 Practical and managerial implications**

The present study is relevant for managers, marketers, and second-hand luxury fashion companies as it helps to better understand the emergent trend of the second-hand luxury

fashion market. These findings contribute to understanding the main motivations that led individuals to consume SHLF products and knowing these motivations can help boost even more the growth of this market.

Important conclusions can be made about the fact that fashion consciousness value negatively affects attitudes towards SHLF consumption. Second-hand luxury stores need to work on the aesthetics of their brands and products and show consumers that second-hand products are also appealing. By presenting their products in a careful, attractive, and clean way, consumers will start to forget the idea that SH products are old and dirty and start thinking of them as stylish and tempting. Plus, online stores should dedicate their time and efforts to the products' photographs because a beautiful photograph can make a difference in consumer decisions. Moreover, these stores should announce that they clean and disinfect all their products and that every item is like a brand new one.

The present study also suggests that second-hand stores should heavily invest in advertising. Based on the findings that economic and green values are two significant drivers of the consumption of SHLF, managers and marketers should promote the fact that their products are cheap and that by consuming these products, individuals contribute to reducing the negative impacts of the fashion industry. Indeed, consumers are worried about climate change and the world's overconsumption and want the fashion industry to be more sustainable. Therefore, marketers and companies should emphasize the positive effects that the second-hand and rental market can have on our planet. Awareness campaigns could be done with facts about sustainability, for instance, if in a year, everyone bought one used item instead of a new one, it would save 2,5 billion of kg CO<sub>2</sub>e, which is equivalent to 66 million trees planted (ThredUp, 2020).

In addition, as the emotional value was proved to be one of the antecedents that contributes the most to build favorable attitudes and increase adoption intentions, second-hand luxury stores should focus the communication strategy on this value. Advertising campaigns should be designed in turn of the emotional factor. For instance, advertisements should show consumers that the act of buying SHLF products is exciting and that every item is unique, and that every time they shop is like a treasure hunt. Also, renting extends the possibility to use different clothes on every occasion, and consequently, this produces positive feelings in most consumers. Thus, this opportunity to create infinite closets for low-cost prices should also be well advertised.

The social value was also proved to be significant in the relationship between attitudes and behavioral intention. It was found that individuals consume SHLF products to be appreciated by others, conform to an affluent lifestyle, and enhance their status. Luxury Fashion Second-hand stores should take this data and try to dismiss the stigma that some people still have with second-hand. To achieve this goal, stores should invest in marketing through influencers and celebrities as they could play a significant role in influencing others' opinions. If the consumers who pay attention to what others think and say, saw influencers and celebrities using SHLF products and giving positive testimonials, the probability that these consumers will engage with this market is higher.

Furthermore, as the COVID-19 pandemic has led to remarkable changes in the way consumers behave and buy, managers could take advantage of the fact that consumers are more susceptible to save money and explain to them that SHLF products are a perfect option to do so. By buying SHLF products, consumers benefit from good quality-price ratio deals since luxury products are of high quality and, since they are second-hand, cheaper. Also, some products bought, such as bags and jewelry, can be seen as an investment because these products, if well-maintained, do not lose much value and sometimes even gain value. In this sense, consumers can sell their products and benefit from additional earnings. Plus, by renting SHLF products, one might use a unique and high-quality product at a fraction of a value of a FHLF product.

To conclude, this study presents valuable insights into fostering the growth of the SHLF market by pointing out important values to build favorable attitudes and increase adoption intention towards the consumption of SHLF products. The relative importance of each driver of the SHLF market is highlighted, where the three constructs of the TPB and emotional and economic values proved to be the factors with the most impact on the construct attitudes. Understanding the meanings and the relative importance of each driver is essential for managers, marketers, and SHLF companies to be able to plan the following strategic actions. From the point of view of human well-being, it is also relevant, since second-hand and rental markets represent two of the options available towards a more sustainable fashion consumption, something that is a big concern our days.

## **8 Limitations and Future Research**

As with any other study, the present study, has some limitations that are important to be pointed out.

The first limitation is related to the nature of the study. As the data was collected through self-administered questionnaires, the study's validity is limited to the fact that respondents correctly understood and interpreted each item. Thus, to overcome this limitation, another study could be done but with another way to collect the data, such as focus groups or qualitative interviews.

The second limitation that can be pointed out is related to the sample of the study. The sample size could be wider to have better and more accurate results. Therefore, a reproduction of this study with a larger sample and even more diverse participant panels should be done to validate the findings. Specifically, the sample size of consumers who rent was small, and another study with more individuals who practice this type of consumption should be done.

Then, the following limitation is associated with the fact that this study was conducted during the COVID-19 pandemic and that it had in account this situation as a context. When the effects of COVID-19 decrease, another study could be done to better explore if this variable had a significant impact on consumer behavior.

Finally, this study concluded that there are differences according to the type of consumers (buyers, sellers, renters). However, the differences of each type of consumption were not explored in detail, thus, extended studies could try to understand and explain the reasons for these differences.



# Appendix

## Full Survey

### Survey on Second Hand Luxury Fashion Products

The present survey is a crucial part of a Dissertation of the Master in Management, in the School of Economics of the University of Porto.

The aim of this research is to understand the second hand luxury fashion market, in the context of the COVID-19 pandemic.

Additional Information:

This survey will take approximately 8 minutes to answer, and it is anonymous and confidential.

Please provide the most sincere and genuine answers as there are no right or wrong answers, we are merely interested in your personal opinions.

By accepting to participate in this survey voluntarily, you agree that your responses can be used and shared in the academic field anonymously, in compliance with the data protection regulation.

Thank you for your time and cooperation!

Francisca Barroso

**\*Required**

#### Important observations

Second hand fashion products are clothes, shoes, bags and accessories that were previously owned by another person, and may have been used or not.

Luxury products are part of one segment of the fashion industry, the one with the best brands such as Louis Vuitton, Prada, Chanel, Burberry or Gucci.

SHLF: Second Hand Luxury Fashion

#### 1. Please provide a yes or no answer to the following questions \*

Mark only one oval per row.

	Yes	No
Have you ever tried to buy second hand luxury fashion (SHLF) products?	<input type="radio"/>	<input type="radio"/>
Have you ever tried to sell SHLF products?	<input type="radio"/>	<input type="radio"/>
Have you ever tried to rent SHLF products?	<input type="radio"/>	<input type="radio"/>
Have you ever bought SHLF products?	<input type="radio"/>	<input type="radio"/>
Have you ever sold SHLF products?	<input type="radio"/>	<input type="radio"/>
Have you ever rented SHLF products?	<input type="radio"/>	<input type="radio"/>

#### 2. Which of the previous behaviours have you practiced the most? \*

Mark only one oval.

- Buying Skip to question 3
- Selling Skip to question 23
- Renting Skip to question 43
- None Skip to question 63

Buying

SHLF: Second Hand Luxury Fashion

3. Please provide a yes or no answer to the following questions \*

Mark only one oval per row.

	Yes	No
Have you ever bought SHLF products before the pandemic?	<input type="radio"/>	<input type="radio"/>
Have you ever bought SHLF products during the pandemic?	<input type="radio"/>	<input type="radio"/>
Have you been buying more SHLF products during the pandemic than before?	<input type="radio"/>	<input type="radio"/>

When answering the following questions, please notice the scale from 1 to 7

4. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
The likelihood I would buy SHLF products is high	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be willing to buy SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be willing to recommend buying SHLF products to my friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. How often do you buy SHLF products? \*

Mark only one oval.

- Less than once a year
- Once a year
- Twice a year
- Every month

6. From which brands did you buy SHLF products? \*

Tick all that apply.

- Balenciaga
- Burberry
- Céline
- Chanel
- Christian Dior
- Christian Louboutin
- Fendi
- Gucci
- Hermès
- Jimmy Choo
- Louis Vuitton
- Prada
- Valentino
- Yves Saint Laurent

Other:  \_\_\_\_\_

7. Which type of SHLF products did you buy? \*

Tick all that apply.

- Clothing
- Shoes
- Accessories
- Bags
- Jewellery

Other:  \_\_\_\_\_

8. Where do you usually buy your SHLF products? \*

*Tick all that apply.*

- Physical stores
- Flea markets or other markets
- Websites
- Social networks
- Other:  \_\_\_\_\_

Please answer the next question by choosing the number (from 1-7) that best describes your opinion.

9. For me, buying SHLF products is: \*

*Mark only one oval per row.*

	1.	2.	3.	4.	5.	6.	7.
Bad - Good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Useless - Beneficial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Worthless - Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unenjoyable - Enjoyable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

*Mark only one oval per row.*

	1. Totally Disagree	2.	3.	4.	5.	6.	7. Totally Agree
Most people who are important to me think that I should buy SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most people who are important to me buy SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The people in my life whose opinion I value buy SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

*Mark only one oval per row.*

	1. Totally Disagree	2.	3.	4.	5.	6.	7. Totally Agree
If it were entirely up to me, I am confident that I would be able to buy SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe I have the ability to buy SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have resources, time and opportunities to buy SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Please classify your degree of agreement with the following statements  
(1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
I can afford more products because I pay less for buying SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
One can have more products for the same amount of money if one buys SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I have more products with less money by buying SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't want to pay more for a product just because it's new	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By buying SHLF products, I feel I'm paying a fair price for products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Please classify your degree of agreement with the following statements  
(1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
I would like to use SHLF products to be appreciated by others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use SHLF brands to impress people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use SHLF brands to conform to an affluent lifestyle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use SHLF products to enhance my status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is no shame in consuming SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Please classify your degree of agreement with the following statements  
(1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
I found it would be fun to buy SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would enjoy buying SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying SHLF products would be a real pleasure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying SHLF products would be enjoyable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying SHLF products with others would be a great leisure activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Please classify your degree of agreement with the following statements  
(1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
Buying SHLF products would enable me to get the products I want more quickly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying SHLF products would enhance my effectiveness in getting the products I want	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying SHLF products would enable me to get the products I want more easily	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying SHLF products would enable me to get the products I want more cheaply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am worried about the fact that SHLF products may not perform as expected (e.g., quality, size)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Please classify your degree of agreement with the following statements  
(1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
It is important for me to use the latest luxury fashion products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer fashion over comfort when I have to choose between the two	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to keep up with the latest trends in luxury fashion products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trendy luxury fashion products mean a lot to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Please classify your degree of agreement with the following statements  
(1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
Buying SHLF products will reduce pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying SHLF products is important to save natural resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying SHLF products will save the land that would be used as dumpsites for apparel disposal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
I often look for one-of-a-kind fashion item or brands to create a style that is all my own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Often when buying fashion items, an important goal is to find something that communicates my uniqueness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often combine fashion items in such a way that I create a personal image for myself that cannot be duplicated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often try to find a more interesting version of ordinary fashion items because I enjoy being original	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am often on the lookout for new fashion items or brands that will add to my personal uniqueness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
I am worried about the cleanness of the SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of the SHLF products clothing will be poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will not feel comfortable when wearing the products that have been worn by others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please answer the next question by choosing the number (from 1-7) that best describes your opinion.

20. In your opinion, SHLF products are: \*

Mark only one oval per row.

	1.	2.	3.	4.	5.	6.	7.
Not at all dirty - Very Dirty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not at all unsanitary - Very unsanitary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not at all contaminated - Very contaminated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Were definitely not touched by other people - Were definitely touched by other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. In your opinion: \*

Mark only one oval per row.

	Yes	No
With the Covid-19 crisis, your income was reduced	<input type="radio"/>	<input type="radio"/>
With the Covid-19 crisis, your income remained the same	<input type="radio"/>	<input type="radio"/>
With the Covid-19 crisis, you started to look for alternatives of consumption, such as second hand stores	<input type="radio"/>	<input type="radio"/>
Using SHLF products can be dangerous for your health	<input type="radio"/>	<input type="radio"/>
Using SHLF products you can get infected with Covid-19	<input type="radio"/>	<input type="radio"/>

22. Which are your motivations to buy SHLF products? \*

Tick all that apply.

- Save money
- Be socially recognized
- Have fun
- Find what I want more quickly
- Follow the latest fashion trends
- Contribute to more sustainable consumption
- Feel unique

Other:  \_\_\_\_\_

Skip to question 78

Selling

SHLF: Second Hand Luxury Fashion

23. Please provide a yes or no answer to the following questions \*

Mark only one oval per row.

	Yes	No
Have you ever sold SHLF products before the pandemic?	<input type="radio"/>	<input type="radio"/>
Have you ever sold SHLF products during the pandemic?	<input type="radio"/>	<input type="radio"/>
Have you been selling more SHLF products during the pandemic than before?	<input type="radio"/>	<input type="radio"/>

When answering the following questions, please notice the scale from 1 to 7



24. Please classify your degree of agreement with the following statements  
(1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
The likelihood I would sell SHLF products is high	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be willing to sell SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be willing to recommend selling SHLF products to my friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. How often do you sell SHLF products? \*

Mark only one oval.

- Less than once a year
- Once a year
- Twice a year
- Every month

26. From which brands did you sell SHLF products? \*

Tick all that apply.

- Balenciaga
- Burberry
- Céline
- Chanel
- Christian Dior
- Christian Louboutin
- Fendi
- Gucci
- Hermès
- Jimmy Choo
- Louis Vuitton
- Prada
- Valentino
- Yves Saint Lauren

Other:  \_\_\_\_\_

27. Which type of SHLF products did you sell? \*

Tick all that apply.

- Clothing
- Shoes
- Accessories
- Bags
- Jewellery

Other:  \_\_\_\_\_

28. Where do you usually sell your SHLF products? \*

Tick all that apply.

- Physical stores
- Flea markets or other markets
- Websites
- Social networks

Other:  \_\_\_\_\_

Please answer the next question by choosing the number (from 1-7) that best describes your opinion.

29. For you, selling SHLF products is: \*

Mark only one oval per row.

	1.	2	3	4	5	6	7.
Bad – Good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Useless – Beneficial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Worthless – Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unenjoyable – Enjoyable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
Most people who are important to me think that I should sell SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most people who are important to me sell SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The people in my life whose opinion I value sell SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
If it were entirely up to me, I am confident that I would be able to sell SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe I have the ability to sell SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have resources, time and opportunities to sell SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

32. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
I can afford more products because I receive for selling SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
One can have more products for the same amount of money if one sells SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I have more products for not much money by selling SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't want to pay more for a product just because it's new	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By selling SHLF products, I feel I'm receiving a fair price for products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

33. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
I would like to use SHLF products to be appreciated by others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use SHLF brands to impress people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use SHLF brands to conform to an affluent lifestyle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use SHLF products to enhance my status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is no shame in consuming SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

34. Please classify your degree of agreement with the following statements  
(1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
I found it would be fun to sell SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would enjoy selling SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selling SHLF products would be a real pleasure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selling SHLF products would be enjoyable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selling SHLF products with others would be a great leisure activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

35. Please classify your degree of agreement with the following statements  
(1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
Selling SHLF products would enable me to get the products I want more quickly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selling SHLF products would enhance my effectiveness in getting the products I want	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selling SHLF products would enable me to get the products I want more cheaply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am worried about the fact that SHLF products may not perform as expected (e.g., quality, size)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

36. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
It is important for me to use the latest luxury fashion products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer fashion over comfort when I have to choose between the two	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to keep up with the latest trends in luxury fashion products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trendy luxury fashion products mean a lot to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

37. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
Selling SHLF products will reduce pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selling SHLF products is important to save natural resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selling SHLF products will save the land that would be used as dumpsites for apparel disposal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

38. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
I often look for one-of-a-kind fashion item or brands to create a style that is all my own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Often when selling fashion items, an important goal is to find something that communicates my uniqueness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often combine fashion items in such a way that I create a personal image for myself that cannot be duplicated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often try to find a more interesting version of ordinary fashion items because I enjoy being original	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am often on the lookout for new fashion items or brands that will add to my personal uniqueness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

39. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
I am worried about the cleanness of the SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of the SHLF products clothing will be poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will not feel comfortable when wearing the products that have been worn by others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please answer the next question by choosing the number (from 1-7) that best describes your opinion.

40. In your opinion, SHLF products are: \*

Mark only one oval per row.

	1.	2.	3.	4.	5.	6.	7.
Not at all dirty - Very dirty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not at all unsanitary - Very unsanitary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not at all contaminated - Very contaminated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Was definitely not touched by other people - Was definitely touched by other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

41. In your opinion: \*

Mark only one oval per row.

	Yes	No
With the Covid-19 crisis, your income was reduced	<input type="radio"/>	<input type="radio"/>
With the Covid-19 crisis, your income remained the same	<input type="radio"/>	<input type="radio"/>
With the Covid-19 crisis, you started to look for alternatives of consumption, such as second hand stores	<input type="radio"/>	<input type="radio"/>
Using SHLF products can be dangerous for your health	<input type="radio"/>	<input type="radio"/>
Using SHLF products you can get infected with Covid-19	<input type="radio"/>	<input type="radio"/>

42. Which are your motivations to sell SHLF products? \*

Tick all that apply.

- Save money
- Be socially recognized
- Have fun
- Find what I want more quickly
- Follow the latest fashion trends
- Contribute to more sustainable consumption
- Feel unique

Other:  \_\_\_\_\_

Skip to question 78

Renting

SHLF: Second Hand Luxury Fashion

43. Please provide a yes or no answer to the following questions \*

Mark only one oval per row.

	Yes	No
Have you ever rented SHLF products before the pandemic?	<input type="radio"/>	<input type="radio"/>
Have you ever rented SHLF products during the pandemic?	<input type="radio"/>	<input type="radio"/>
Have you been renting more SHLF products during the pandemic than before?	<input type="radio"/>	<input type="radio"/>

When answering the following questions, please notice the scale from 1 to 7

44. Please classify your degree of agreement with the following statements  
(1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
The likelihood I would rent SHLF products is high	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be willing to rent SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be willing to recommend renting SHLF products to my friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

45. How often do you rent SHLF products? \*

Mark only one oval.

- Less than once a year
- Once a year
- Twice a year
- Every month

46. From which brands did you rent SHLF products? \*

Tick all that apply.

- Balenciaga
- Burberry
- Céline
- Chanel
- Christian Dior
- Christian Louboutin
- Fendi
- Gucci
- Hermès
- Jimmy Choo
- Louis Vuitton
- Prada
- Valentino
- Yves Saint Lauren

Other:  \_\_\_\_\_

47. Which type of SHLF products did you rent? \*

Tick all that apply.

- Clothing
- Shoes
- Accessories
- Bags
- Jewellery

Other:  \_\_\_\_\_

48. Where do you usually rent your SHLF products? \*

Tick all that apply.

- Physical stores
- Flea markets or other markets
- Websites
- Social networks

Other:  \_\_\_\_\_



Please answer the next question by choosing the number (from 1-7) that best describes your opinion.

49. For you, renting SHLF products is: \*

Mark only one oval per row.

	1.	2	3	4	5	6	7.
Bad – Good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Useless – Beneficial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Worthless – Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unenjoyable – Enjoyable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

50. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
Most people who are important to me think that I should rent SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most people who are important to me rent SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The people in my life whose opinion I value rent SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

51. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
If it were entirely up to me, I am confident that I would be able to rent SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe I have the ability to rent SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have resources, time and opportunities to rent SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

52. Please classify your degree of agreement with the following statements  
(1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
I can afford more products because I pay less for renting SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
One can have more products for the same amount of money if one rents SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I have more products with less money by renting SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't want to pay more for a product just because it's new	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By renting SHLF products, I feel I'm paying a fair price for products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

53. Please classify your degree of agreement with the following statements  
(1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
I would like to use SHLF products to be appreciated by others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use SHLF brands to impress people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use SHLF brands to conform to an affluent lifestyle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use SHLF products to enhance my status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is no shame in consuming SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

54. Please classify your degree of agreement with the following statements  
(1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
I found it would be fun to rent SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would enjoy renting SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Renting SHLF products would be a real pleasure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Renting SHLF products would be enjoyable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Renting SHLF products with others would be a great leisure activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

55. Please classify your degree of agreement with the following statements  
(1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
Renting SHLF products would enable me to get the products I want more quickly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Renting SHLF products would enhance my effectiveness in getting the products I want	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Renting SHLF products would enable me to get the products I want more easily	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Renting SHLF products would enable me to get the products I want more cheaply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am worried about the fact that SHLF products may not perform as expected (e.g., quality, size)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

56. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
It is important for me to use the latest luxury fashion products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer fashion over comfort when I have to choose between the two	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to keep up with the latest trends in luxury fashion products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trendy luxury fashion products mean a lot to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

57. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
Renting SHLF products will reduce pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Renting SHLF products is important to save natural resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Renting SHLF products will save the land that would be used as dumpsites for apparel disposal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

58. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
I often look for one-of-a-kind fashion item or brands to create a style that is all my own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Often when renting fashion items, an important goal is to find something that communicates my uniqueness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often combine fashion items in such a way that I create a personal image for myself that cannot be duplicated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often try to find a more interesting version of ordinary fashion items because I enjoy being original	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am often on the lookout for new fashion items or brands that will add to my personal uniqueness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

59. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
I am worried about the cleanness of the SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of the SHLF products clothing will be poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will not feel comfortable when wearing the products that have been worn by others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please answer the next question by choosing the number (from 1-7) that best describes your opinion.

60. In your opinion, SHLF products are: \*

Mark only one oval per row.

	1.	2.	3.	4.	5.	6.	7.
Not at all dirty - Very dirty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not at all unsanitary - Very unsanitary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not at all contaminated - Very contaminated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Was definitely not touched by other people - Was definitely touched by other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

61. In your opinion: \*

Mark only one oval per row.

	Yes	No
With the Covid-19 crisis, your income was reduced	<input type="radio"/>	<input type="radio"/>
With the Covid-19 crisis, your income remained the same	<input type="radio"/>	<input type="radio"/>
With the Covid-19 crisis, you started to look for alternatives of consumption, such as second hand stores	<input type="radio"/>	<input type="radio"/>
Using SHLF products can be dangerous for your health	<input type="radio"/>	<input type="radio"/>
Using SHLF products you can get infected with Covid-19	<input type="radio"/>	<input type="radio"/>

62. Which are your motivations to rent products? \*

Tick all that apply.

- Save money
- Be socially recognized
- Have fun
- Find what I want more quickly
- Follow the latest fashion trends
- Contribute to more sustainable consumption
- Feel unique

Other:  \_\_\_\_\_

Skip to question 78

Consuming SHLF products includes buying, selling and renting.  
SHLF: Second Hand Luxury Fashion

When answering the following questions, please notice the scale from 1 to 7

63. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
The likelihood I would consume SHLF products is high	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be willing to consume SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be willing to recommend consuming SHLF products to my friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please answer the next question by choosing the number (from 1-7) that best describes your opinion.

64. For you, consuming SHLF products is: \*

Mark only one oval per row.

	1.	2	3	4	5	6	7.
Bad – Good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Useless – Beneficial	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Worthless – Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unenjoyable – Enjoyable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

65. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
Most people who are important to me think that I should consume SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Most people who are important to me consume SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The people in my life whose opinion I value consume SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

66. Please classify your degree of agreement with the following statements  
(1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
If it were entirely up to me, I am confident that I would be able to consume SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe I have the ability to consume SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have resources, time and opportunities to consume SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

67. Please classify your degree of agreement with the following statements  
(1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
I can afford more products because I pay less for consuming SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
One can have more products for the same amount of money if one consumes SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I have more products with less money by consuming SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't want to pay more for a product just because it's new	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By consuming SHLF products, I feel I'm paying a fair price for products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



68. Please classify your degree of agreement with the following statements  
(1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
I would like to use SHLF products to be appreciated by others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use SHLF brands to impress people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use SHLF brands to conform to an affluent lifestyle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to use SHLF products to enhance my status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is no shame in consuming SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

69. Please classify your degree of agreement with the following statements  
(1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
I found it would be fun to consume SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would enjoy consuming SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consuming SHLF products would be a real pleasure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consuming SHLF products would be enjoyable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consuming SHLF products with others would be a great leisure activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

70. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
Consuming SHLF products would enable me to get the products I want more quickly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consuming SHLF products would enhance my effectiveness in getting the products I want	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consuming SHLF products would enable me to get the products I want more easily	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consuming SHLF products would enable me to get the products I want more cheaply	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am worried about the fact that SHLF products may not perform as expected (e.g., quality, size)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

71. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
It is important for me to use the latest luxury fashion products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer fashion over comfort when I have to choose between the two	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to keep up with the latest trends in luxury fashion products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trendy luxury fashion products mean a lot to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

72. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
Consuming SHLF products will reduce pollution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consuming SHLF products is important to save natural resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consuming SHLF products will save the land that would be used as dumpsites for apparel disposal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

73. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
I often look for one-of-a-kind fashion item or brands to create a style that is all my own	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Often when consuming fashion items, an important goal is to find something that communicates my uniqueness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often combine fashion items in such a way that I create a personal image for myself that cannot be duplicated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often try to find a more interesting version of ordinary fashion items because I enjoy being original	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am often on the lookout for new fashion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

items or brands that will add to my personal uniqueness

74. Please classify your degree of agreement with the following statements (1=totally disagree and 7=totally agree) \*

Mark only one oval per row.

	1. Totally Disagree	2	3	4	5	6	7. Totally Agree
I am worried about the cleanness of the SHLF products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of the SHLF products clothing will be poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will not feel comfortable when wearing the products that have been worn by others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please answer the next question by choosing the number (from 1-7) that best describes your opinion.

75. In your opinion, SHLF products are: \*

Mark only one oval per row.

	1.	2	3	4	5	6	7.
Not at all dirty - Very dirty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not at all unsanitary - Very unsanitary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not at all contaminated - Very contaminated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Was definitely not touched by other people - Was definitely touched by other people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

76. In your opinion: \*

Mark only one oval per row.

	Yes	No
With the Covid-19 crisis, your income was reduced	<input type="radio"/>	<input type="radio"/>
With the Covid-19 crisis, your income remained the same	<input type="radio"/>	<input type="radio"/>
With the Covid-19 crisis, you started to look for alternatives of consumption, such as second hand stores	<input type="radio"/>	<input type="radio"/>
Using SHLF products can be dangerous for your health	<input type="radio"/>	<input type="radio"/>
Using SHLF products you can get infected with Covid-19	<input type="radio"/>	<input type="radio"/>

77. Which are your motivations to consume SHLF products? \*

*Tick all that apply.*

- Save money
- Be socially recognized
- Have fun
- Find what I want more quickly
- Follow the latest fashion trends
- Contribute to more sustainable consumption
- Feel unique

Other:  \_\_\_\_\_

*Skip to question 78*

#### Demographic Questions

78. Gender \*

*Mark only one oval.*

- Male
- Female
- Prefer not to say

79. Age range \*

*Mark only one oval.*

- Less than 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- More than 65

80. What is your nationality? \*

*Mark only one oval.*

- Portuguese
- Other: \_\_\_\_\_

81. What is your main occupation? \*

*Mark only one oval.*

- Student
- Worker/Student
- Employee
- Self-employed
- Unemployed
- Other: \_\_\_\_\_

82. What is the highest level of education you have completed? \*

*Mark only one oval.*

- Middle school
- High school
- Bachelor's degree
- Master's degree
- PHD

83. What is your net monthly income? \*

*Mark only one oval.*

- 600€ to 1199€
- 1200€ to 1799€
- 1800€ to 2399€
- 2400€ to 2999€
- More than 3000€
- Prefer not to say

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