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# AN EVALUATION OF SECONDHAND LUXURY FASHION PRODUCT DESCRIPTIONS

An Evaluation of Product Descriptions and Brand Trust as influencers of Purchase Intent in a  
Luxury Secondhand Ecommerce Shopping Environment

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## Abstract

In a world where fashion is a one-and-done look for an Instagram photo, represents 4% of global waste, and is growing at a rate of 11 times faster than traditional retail, there is a growing interest to reduce the carbon footprint of fashion by offering outlets for consumers to circulate their wardrobe through consignment opposed to throwing it away (Bird, 2018).

Research has been done to evaluate the importance of information on e-commerce websites, with little focus on secondhand e-commerce. Previous research on secondhand shopping focuses mostly on shopping motivations, but once a customer has decided to shop secondhand what exactly influences the purchase? What is the customer using to evaluate secondhand products, specifically in an online environment where physical assessment is limited? The way customers evaluate secondhand purchases may not be the same as a new purchase.

Utilizing a sample of 196 luxury secondhand shoppers, Multiple Regression was used to evaluate the influence of brand trust and product descriptions on consumer purchase intention in Secondhand eCommerce. Both brand trust and product descriptions were found to influence purchase intent. Further, brand trust showed more significance than product descriptions. With high levels of uncertainty in a vastly growing market, it is beneficial for retailers to understand and evaluate what consumers value in secondhand luxury e-commerce purchases.

## Secondhand eCommerce Product Descriptions

Consumer behavior patterns and shopping environments are consistently evolving, making it important to understand what aspects of the shopping experience are important to consumers. The secondhand luxury market is one of the fastest growing retail markets. According to an analysis conducted by research firm Global Data, “the resale market is growing at a rate of 11 times faster than traditional retail and is anticipated to be worth \$84 billion by 2030 (Thredup, 2020). Women’s Wear Daily recently reported that Willersdorf, managing director of Boston Consulting Group, anticipates that the percentage of secondhand clothing in an individual’s closet will go from 21 percent today to 27 percent globally by 2023 (Donaldson, 2021). Due to the increased interest in shopping secondhand amongst consumers, retailers have taken a stronger interest in this market. Previous studies show that consumer interest is primarily driven by recreation (i.e., the thrill of thrifting), frugality (i.e., saving money), and environmental impact (i.e., reducing carbon footprint) (Guiot, 2010). To better serve these customers, retailers may focus on brand trust and product descriptions as they contribute to consumer purchasing decisions.

While studies have been conducted to evaluate secondhand shopping motivations, such as Kim’s evaluation of secondhand risk, little research has evaluated factors that drive purchase intention of secondhand products in an online setting (Kim, 2021). E-commerce enables secondhand sellers and buyers to interact more broadly, at a global scale contributing to the growth in secondhand online sales (Thredup, 2020). For example, a customer can purchase a Pair of Manolo Blahnik pumps from Paris, France while sitting in their living room in Paris, Texas. This broader e-commerce market increases secondhand sales but also increases secondhand risk.

In 2019, consumers reported more than 173,000 instances of online shopping fraud to the Federal Trade Commission, causing uncertainty in buying secondhand products online (Sanci, 2020). The online shopping environment differs from traditional brick-and-mortar shopping. The level of uncertainty is increased in an online shopping environment, therefore increasing the reliance on descriptive variables such as product descriptions (Fernando, 2018). Space is limited on a product page, and what variables to include is important to retailers (Zassick, D. 2020). Product descriptions, Images, and other supporting details help consumers make more informed decisions about their purchases. High-quality product content, presented on an e-commerce website, has been shown to positively influence user engagement, conversion rates, and sales volumes (Elad, 2019).

### **Consumer purchasing behavior**

Consumer purchasing behavior is the process in which consumers search, select and decide on whether to purchase a specific product or service (Solomon, 2012). According to Solomon (2012), there are two most important elements of consumers' behavior, the intention to purchase and the actual purchase. Intention to purchase can be described as an individual conscious plan to purchase a product or service (Solomon, 2012). For example, if a customer plans to attend a party, looks in their closet and decides they don't have shoes to match their dress, and now would like to purchase new shoes, this is an example of Purchase Intent. The act of initiating a transaction by which funds are exchanged for a product is the purchase. This study will focus on purchase intention as it is influenced by brand trust and product descriptions.

Han (2017) surveyed Chinese University Students on the perceived risk of online shopping. The results showed that perceived risk affects consumer buying attitudes toward

shopping online. Walters (2020) conducted a study requiring participants to become informed on a product before shopping online for it, compared to another controlled group of “uninformed” shoppers. This study concluded that consumers make different choices and have different values when shopping for the same product contingent on their level of familiarity with the product. Other studies have focused on shopping motivations. Guiot (2008) surveyed 700 participants to design a measurement scale of shopping motivations. This study found that the principal motivators are recreational and economic when considering shopping motivators. Each of these studies on consumer behavior is valuable to the e-commerce buying experience.

### **E-commerce**

E-commerce refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions" (Chai, 2022). Dating back to the 1960s, businesses were using computers to conduct electronic transactions, these transactions were mostly information, transmitting documents back and forth (Roos, 2016). Today, about 66% of adults online have purchased something over the Internet. (Roos, 2016) Within online e-commerce, younger adults, particularly college students aged 20-29, are the targeted market for e-commerce sales and future growth in e-commerce sales, as this demographic makes up 75% of online purchases in 2006 and continues to grow (Anon, 2022).

E-commerce has expanded beyond web-based offerings, giving consumers the ability to discover and/or purchase products via social media. Facebook, Instagram, Tik Tok, and other social platforms have recognized that consumers make purchases from influences stemming from these platforms (Hanbury, 2022). Leveraging their influence social platforms have implemented in-app features that allow consumers to make purchases within the app by adding

links to shopping websites, allowing retailers to upload products onto the platform for purchase. WWD interviewed a secondhand vintage retailer, who indicated that their sales doubled after launching sales efforts via social platforms (Donaldson, 2021). As consumer needs continue to evolve, e-commerce will continue to adopt new technologies to service evolving consumer needs.

Within the fashion industry, e-commerce technology makes it easy for consumers to search for products online and get them delivered to their doorstep. Fashion apparel and accessories accounted for approximately 29% of e-commerce sales in 2021 and continue to grow (Anon, 2022). Further, e-commerce has become one of the most widely used platforms for buying and selling secondhand luxury fashion. The overall fashion industry has a compounded annual growth rate (CAGR) of 14%. (Anon, 2022). Comparatively, secondhand fashion has a projected CAGR of 15- 20% over the next five years (Donaldson, 2021). The growth in overall e-commerce fashion further spills into individual sectors of e-commerce, such as secondhand.

## **Secondhand**

Secondhand refers to the purchase of previously owned goods. (Fernando, 2018)

Secondhand shopping is the act of purchasing secondhand goods through methods and places of exchange that are generally distinct from those for new products. (Guiot, 2010). Dating back to the 1800s, consumers weren't the biggest fans of buying used clothing (Zotte, 2017). With the emergence of smallpox, hygiene was a major concern, and clothes were mostly shared amongst household members. In the industrial era, clothing was mass-produced becoming more affordable, and widely thrown away after use. Eventually secondhand began being marketed as vintage, and thrifting became a trend amongst consumers driving the growth of secondhand shopping (le Zotte, 2017).

Traditional secondhand shopping requires consumers to physically go into a store and search through racks to find products. Due to this process, most secondhand purchases were impulse buys. With the emergence of secondhand e-commerce, consumers now can search for specific products online, providing convenience and time savings (Yilmaz, 2021), and the ability to shop and compare. Secondhand products compete in the market online with new products. To differentiate among new sellers, secondhand retailers add value to consumers that traditional retail stores don't fulfill (Guiot, 2010). The primary reasons for shopping secondhand include recreation, cost savings, or environmental concerns (Guiot, 2010).

Recreational shopping is the act of shopping at leisure for fun. Recreational shoppers reference shopping secondhand as being of interest to find hidden treasures (Guiot, 2010). Shoppers motivated by cost typically look for percentage savings from the new price. Social media drives the aspiration amongst consumers to purchase luxury products, increasing demand. Customers want luxury at lower prices and secondhand makes aspirational products more accessible to consumers that can't afford to purchase at retail price (Guiot, 2010). Environmentally driven consumers see shopping secondhand as a way of reducing waste. With a deteriorating ozone layer being a concern amongst consumers, buying secondhand is a way for consumers to reduce their carbon footprint and save money (Guiot, 2010).

Secondhand shopping habits can also vary across cultures. While interest in secondhand fashion has seen steady increases over the years, this has not been the case in the Chinese Market. Historically and culturally Chinese believe that luck can be passed through one's possessions (Hall, 2020). Therefore, secondhand fashion has not been appealing within the Chinese market. Recently China has seen an increase in demand for Luxury from younger, Millennial, and Gen Z consumers (Hall, 2022). The Chinese resale market is projected to



generate 32 billion dollars by 2025 (Hall, 2022). This is equal to the US at 30 to 40 billion dollars (Donaldson, 2021).

### **Luxury Secondhand Fashion Ecommerce Retailers**

According to Statista, eBay remains the leading e-commerce platform for secondhand e-commerce (Chevalier 2022). However, since Ebay's emergence in 1995, there have been several market entrants over the years from marketplaces like Facebook Marketplace and Offer up, to fashion specialty resellers like Vestiaire/Tradesy and The Real Real. There are also many boutique small business resellers within the secondhand e-commerce market.

Vestiaire, which most recently acquired competitor Tradesy, has a global community of more than 7 million users, with a primary focus on designer brands (Huda, 2021). Vestiaire offers customers in-house certification of products sold on their platform at an additional fee. The Real Real is similar to Vestiaire, offering customers the ability to shop for luxury secondhand in a luxury online environment (Huda, 2021). Facebook is primarily a social platform offering a marketplace as an extension of the platform. Facebook marketplace is a place to sell anything from clothes and shoes to cars (Berry, 2021). Offer up is a similar platform to Facebook Marketplace operating outside of social. Poshmark primarily focuses on buying and selling apparel goods, operating similarly to the Real Real and Vestiaire without the focus luxury goods, offering various price points. Each of these platforms varies in content and the way that they communicate to customers on their platform through, images, product information, and building brand reputation with their customers.

**Customer Information Satisfaction.** Shopping online presents a higher level of uncertainty to consumers (Fernando, 2018). Without physically seeing a product, it is difficult

for consumers to accurately predict the outcome of their purchase. (Fernando, 2018). Hence, the importance of providing the right details for customers to make an informed purchase decision. Savoy and Salvendy (2016) explore information satisfaction of customers using a two-part qualitative survey design.

**Product Descriptions.** Product description refers to the details provided to the customer to describe a product and its condition (Novgorodov, 2020). Product descriptions are intended to inform customers so they are compelled to purchase (Novgorodov, 2020). A lack of adequate product descriptions can lead to consumer uncertainty. Product descriptions on e-commerce websites help consumers to evaluate purchases to make more informed decisions on their purchase (Walters, 2020).

In buying secondhand products there is a perceived risk in evaluating the product's functionality, visual appearance, cleanliness, etc. (Han, 2017). Product descriptions help to mitigate this risk by providing customers with specific details of the product they are purchasing (Walters, 2020). Walters (2020) Study evaluates missing product information, arguing that customers correlate missing information positively when it is perceived as being missing due to a mistake or being forgotten from product details versus being unknown due to a lack of knowledge about the product. When purchasing secondhand product details help customers make decisions about the item's condition based on this hypothesis if the condition notes are perceived as unknown customers could negatively evaluate the product assuming that the unknown description is a negative attribute (Walters, 2020).

Secondhand e-commerce product descriptions can be generated by two sources, the retailer or a seller. A secondhand seller is a third party using a retailer's online marketplace to resell products they've previously owned. Trust in the seller's product description can be

influenced by the trust of the retailer. If a customer is aligned with a retailer's authentication process and/or return policy they may be compelled to purchase from a seller whose product description is vague.

**Brand Trust.** Trust is defined as a measure of reliability that one party will deliver on a given expectancy to another party, leaving the expectant party under some level of vulnerability. (Austin, 2006). Consumers build trust with retailers based on their history with that retailer and their reputation. This is evaluated based on the customer's perception of risk and the value of the brand. (Austin, 2006) The design of a retailer's website, website security, consumer's knowledge of the brand, and a brand's history of delivering as expected are all factors that contribute to a consumer's level of trust in a brand (Austin 2006). Brands with high consumer trust often offer certification and authentication on secondhand products sold on their website to further ensure confidence amongst their customers. Austin's (2006) study evaluates customer trust in the online travel industry, evaluating factors such as web design and knowledge of vendors as indicators of trust.

Multiple factors contribute to a brand's reputation, the primary factor used in evaluating is historical experience, either first-hand or third-party via word of mouth. In today's e-commerce market, consumers can receive third-party word-of-mouth information based on reviews from other customers. Higher reviews essentially contribute to higher trust in a brand or product.

**Counterfeit in Secondhand eCommerce.** Trust can be diminished based on bad experiences. Counterfeit is one of the top threats to consumer experience in secondhand e-commerce. In 2019, only 33.6% of luxury products verified by luxury goods appraisal and secondhand goods trading platform Isheyipai were judged to be authentic (Biondi, 2021)

Although some secondhand marketplaces offer authentication evaluation, such as Vestiaire and The Real Real many do not. Therefore leaving the customer subject to purchasing a counterfeit product, decreasing trust (Biondi, 2021). Vogue business attributes the increase in counterfeit to the increase in peer-to-peer platforms that allow consumers to sell directly to other consumers using a retailer's platform. Vestiaire and Poshmark are examples of secondhand retailers that occupy the peer-to-peer market, however, both competitors offer authentication of products over a specified dollar amount.

Many designers think about counterfeiting when designing their products, and therefore incorporate unique features into their designs that are hard to massively duplicate (Loeb,2022). Louis Vuitton has an Intellectual Property department dedicated to identifying counterfeit sellers online. In 2017 Louis Vuitton shut down 6,000 websites and more than 120,000 auctions were identified as counterfeit (Loeb, 2022). If customers are aware of a brand's efforts to protect its brand and shut down counterfeits, customers may be less influenced by product descriptions and more trust in the actual brand itself. Within this study, we focus on the retail brand as opposed to the product brand. Further studies will need to be conducted to identify if the product brand has a higher influence than the retail brand.

Image recognition and AI technology are among the coming technology developments within the secondhand space that will be used to mitigate counterfeiting (Biondi, 2021). However, this technology has yet to compete with the accuracy of a human expert. While the technology to detect counterfeits is advancing, so is the technology to develop counterfeits, making it harder for a machine to accurately assess using imaging (Biondi, 2021). Blockchain technology is foreseen as being a better alternative to future advances, however, it is still in development. Essentially the idea is that each item will be associated with a unique identifier

through blockchain technology, therefore, making items easier to assess and identify counterfeits. This is an example of a product detail that may influence consumer trust in the future, rather a product is linked to blockchain and what that blockchain identifier is.

### **Purpose of the Current Study**

The purpose of this study is to evaluate if brand trust and product descriptions are influencers of a consumer's intent to purchase in a luxury secondhand e-commerce shopping environment. The results of this study are intended to inform retailers of these factors and their ability to impact sales on their platforms. This study differs from studies evaluating consumer shopping motivations, specifically focusing on brand trust and product descriptions as contributors to purchase intent.

### **Method**

**Participants.** A sample of 196 luxury secondhand shoppers derived from Mturk was used to conduct this study. This study focused specifically on consumers who have purchased from or browsed a secondhand eCommerce website within the past year. Consumers were required to identify if they have shopped luxury secondhand e-commerce within the past year at the start of the survey to eliminate participants that do not qualify. Four participants were excluded from the survey results due to conflicting identifying information stating both that they have and have not shopped luxury secondhand.

According to Statista, 58% of e-commerce shoppers are between the ages of 26 to 41 years old, and 88% of secondhand e-commerce shoppers are between 25-56 (Age of Distribution, 2019). To diversify the participant pool, survey participants were required to be age 18 or older. These participants will be identified by requesting each participant's age range (Under 18, 18-24 years old, 25-34 years old, 35-44 years old, 45-54 years old, 55-64 years old,

65 or older) in the opening demographic portion of the survey, of which can be seen in Appendix A.

### **Procedure.**

Qualtrics is the online survey tool used to survey over a period of 1 week. The overall target sample size was 200, of which four were excluded due to conflicting responses.

Participants completed an online survey with questions about brand trust, product descriptions, and purchase intention, as well as providing some demographic information. This method was chosen to evaluate each variable independently to identify each variable's unique influence on the outcome variable, purchase intent.

### **Measures**

Previous research shows that brand stereotypes influence perceived brand value and consumer purchase intentions (Kolbl, 2020). The primary focus of Kolbl's (2020) study was to identify the relationship between brand stereotypes and perceived value. Purchase intentions and brand ownership are modeled as direct and indirect consequences of perceived value. Kolbl's (2020) questionnaire on purchase intention and brand specifically, exclusive of additional evaluated factors was used to evaluate brand trust and purchase intention respective to Secondhand shopping. Splitting the questions into two categories, each question separately evaluates consumers' trust and purchase intention.

To gather customer sentiment on product description we will reference Le's evaluation of the effect of online reviews on purchase intention (Le, 2021). To test the hypothesis that online reviews influence purchase intention Le uses a 7-point Likert scale questionnaire. Responses within Le's study were averaged across 12 independent self-construal items (Cronbach's alpha = .76) and the same for the 12 interdependent self-construal items (Cronbach's alpha = .8). Within

this study,  $\alpha = .60$ , for the 3 product description questions,  $\alpha = .82$ , for the 5 trust questions, and  $\alpha = .88$  for the 5 purchase intent questions. Le's study focuses on reviews, reviews function as a descriptor, which would be comparable to the product description being evaluated in the Secondhand Study.

The total survey consists of 50 questions derived from the previously described studies. Using a similar 7-pt Likert Scale to Le, participants were asked to rate their sentiment in the format of 1 (Strongly Disagree) to 7 (Strongly agree) to 28 questions focused on shopping motivation, product descriptions, brand trust, and purchase intention. The remaining 22 questions are demographic questions used for sampling. There are four specific questions used to measure purchase intention. These four questions were consistently used in previous studies; (1) It is very likely that I will buy Brand X in the future, (2) It is very likely that I will buy Brand X. (3) I will purchase Brand X the next time I need a product/service. (4) I will try the products/services offered by Brand X (Kolbs, 2020).

### **Data Analysis Plan.**

Jasp was used to evaluate results using a multiple regression model and descriptive statistics. Both trust and product description were used as predictors of the outcome variable, purchase intent.

### **Results**

The adjusted  $R^2$  shows that product description and trust predict 60% of the variance in the outcome variable, purchase intent. Multiple regression was performed to compare the effect of brand trust and product description on purchase intent, showing significance,  $F(2,194) = 164.10$ ,  $p < 0.001$ . The unstandardized regression coefficient of trust is  $.722$ ,  $p < .001$ . For every unit of trust increases, the purchase intent increases by 0.722 units. The unstandardized

regression coefficient of product description is  $-0.82$ ,  $p < 0.001$ . For every one-unit product description increases, the purchase intent decreases by 0.82 units.

Results support the hypotheses that product description and brand trust impact purchase decisions when consumers shop online for secondhand luxury goods. Both variables, brand trust, and product description are significant predictors of purchase intent.

Table 1.

*Variable Correlations*

	<i>m</i>	<i>sd</i>	1	2	3
1. Trust	28.20	5.99	—		
2. Description	14.09	4.01	.35***	—	
3. Purchase Intent	27.80	6.25	.78***	.26***	—

\*\*\* $p < .001$ .

Table 2.

*Regression*

	Un- standardized	SE	Standardized	t	p	95% CI	
						Lower	Upper
Trust	0.81	0.05	0.78	16.31	< .001	0.79	0.91
Description	-0.02	0.07	-0.01	-0.32	0.74	-0.17	0.12

**Discussion**



There is a growing interest amongst retailers in online secondhand consumer buying habits due to increased spending within this segment over the past few years. My hypothesis suggests that both trust and product description influence a customer's intent to purchase. Therefore, I conducted a study amongst 196 participants, concluding that trust and product descriptions influence purchase intent.

Findings are consistent with the hypothesis that both trust and product description are motivators of intent to purchase. As brand trust increases, consumers are more likely to buy, and if customers do not read the product description, they are less inclined to buy. Brand trust is a stronger influencer of intent to buy than product description. Both brand trust and product description are uniquely influencers of purchase intent, but brand trust shows a stronger influence when included in the model together, controlling for each, and removing any shared variance.

### **Limitations and Future Directions**

While this study indicates the need for both product descriptions and trust, trust levels and description levels were not evaluated. These variables can be further assessed in future studies. For example, as the level of trust increases the need for more detail and higher levels of description decrease. This study specially asked participants if they read product descriptions or not. What influences the consumer to read the product description can also be further evaluated. As this may also contribute to purchase intent.

While this study was open to all genders and races, sample participants were primarily Male, White, Married, and between the ages of 25-44. This sample is not representative of the traditional luxury secondhand demographic, middle-aged females. In future studies, it may be an

opportunity to further explore the interest of males in the secondhand luxury market and the types of products that attract them to the market.

Familiarity with the topic is also a limitation. The term “Luxury Brand” is used throughout the survey. The interpretation of “luxury brand” is left up to the participant. Future studies can further define this, as a consumer’s definition can vary. Consumer knowledge of the individual brands also is limiting, many participants indicated that they are unfamiliar with the secondhand retail brands in the survey, therefore, limiting their ability to respond effectively to if they trust the brand or not. The term “find” is also used to evaluate leisure purchases amongst environmental and monetary motivations, a find to one customer can be interpreted as something fun whereas to other customers this may be monetary. In future studies evaluating secondhand shopping motivation verbiage more aligned with leisure may replace “find” for more accuracy.

Results indicate participants are mostly motivated to purchase secondhand for financial gain. The questions used in evaluating leisure motivations do not differentiate enough from financial ones. It is therefore unclear rather the participants associate the term “find” with leisure or finance.

## **Conclusion**

From an economic perspective, purchasing secondhand is a way for consumers to purchase luxury goods, with savings being the primary motivator. Motivators of secondhand purchases have been evaluated in previous studies, but factors that contribute to consumers' intent to purchase, such as product descriptions and brand trust, were left unknown.

Within this study, participants were asked to identify if they read product descriptions and if they trust specific brands as influences of purchase intent. While participants indicated product descriptions have an influence, brand trust showed a stronger influence. This study

should be reevaluated using a larger diverse sample to confirm the significance of purchase decisions.

This study is also being conducted in the US. With much of the luxury secondhand consumer market share growth in China, this study will not be able to identify international nuances. Given the stigma of purchasing secondhand in Chinese history brand trust may be more influenced by cultural differences within the Chinese market. Further studies would need to be conducted to further evaluate this hypothesis.

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Appendix

Appendix A: Survey Questionnaire

Tell us About yourself. Please select from the listed options. <i>(All information provided is confidential and cannot be used to identify you or against you in any way.)</i>	
Gender: How do you identify?	Woman. Man. Transgender. Non-binary/non-conforming. Prefer not to respond.
Please specify your ethnicity.	White Hispanic or Latino Black or African American Native American or American Indian Asian / Pacific Islander Other
What is your age?	Under 18 18-24 years old 25-34 years old 35-44 years old 45-54 years old 55-64 years old 65 or older
What is your Marital status?	Single, never married Married or domestic partnership Widowed Divorced Separated
What is your Employment Status?	Employed for wages Self-employed Out of work and looking for work Out of work but not currently looking for work A homemaker A student Military Retired Unable to work
Which of these describes your personal income last year?	\$0 \$1 to \$9 999 \$10 000 to \$24 999 \$25 000 to 49 999 \$50 000 to 74 999 \$75 000 to 99 999 \$100 000 to 149 999 \$150 000 and greater
<b>Shopping Habits</b>	
How many times do you shop online in a month?	Never Weekly Monthly A Couple Times a Year
How often do you shop for luxury brands (both online and in store)? (Gucci, Prada, Louis Vuitton, Yezzy, Off White etc.)	Never Weekly Monthly A Couple Times a Year
How often do you shop for luxury brands at secondhand stores? (Thrift Boutiques, Online resellers, etc.)	Never Weekly Monthly A Couple Times a Year
How often do you shop online for luxury brands? (Gucci, Prada, Louis Vuitton, Yezzy, Off White etc.)	Never Weekly Monthly A Couple Times a Year
How often do you shop for luxury brands at ONLINE secondhand stores? (Vestiaire, The Real Real, Tradesy, Offer Up, Ebay etc. )	Never Weekly Monthly A Couple Times a Year

Statement	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
<b>Shopping Motivation</b>							
I enjoy buying second-hand because I don't like objects being thrown away that can still be of use.	1	2	3	4	5	6	7
By buying second-hand, I feel I'm helping to fight against waste.	1	2	3	4	5	6	7
I can afford more things because I pay less second-hand.	1	2	3	4	5	6	7
One can have more things for the same amount of money if one buys second-hand.	1	2	3	4	5	6	7
I feel that I have lots of things for not much money by buying them second-hand.	1	2	3	4	5	6	7
I don't want to pay more for a product just because it's new.	1	2	3	4	5	6	7
By buying second-hand, I feel I'm paying a fair price for things	1	2	3	4	5	6	7
I like wandering around second-hand outlets because I always hope I'll come across a real find.	1	2	3	4	5	6	7
I go to certain second-hand outlets to rummage around and try to find something.	1	2	3	4	5	6	7
I'm often on the look-out for a find when I go to certain second-hand outlets.	1	2	3	4	5	6	7
In certain second-hand outlets, I feel rather like a treasure hunter	1	2	3	4	5	6	7
<b>Product Description</b>							
It is very likely that I will purchase the product after reading the product description	1	2	3	4	5	6	7
I find this PRODUCT to be bad/good after reading all of the product description	1	2	3	4	5	6	7
I find this PRODUCT to be unfavorable/favorable after reading all of the product description	1	2	3	4	5	6	7
I find this PRODUCT to be unsatisfactory/satisfactory after reading all of the product description	1	2	3	4	5	6	7
I find this SELLER to be bad/good after reading all of the product description	1	2	3	4	5	6	7
I find this SELLER to be unfavorable/favorable after reading all of the product description	1	2	3	4	5	6	7
I find this SELLER to be unsatisfactory/satisfactory after reading all of the product description	1	2	3	4	5	6	7
<b>Brand Trust (Brands: Poshmark, Offer Up, Vestiaire/Tradesy, The Real Real)</b>							
[BRAND] has consistent quality.	1	2	3	4	5	6	7
[BRAND] is well made.	1	2	3	4	5	6	7
[BRAND] has an acceptable standard of quality.	1	2	3	4	5	6	7
[BRAND] keeps its promises.	1	2	3	4	5	6	7
[BRAND] would perform consistently.	1	2	3	4	5	6	7
[BRAND] is one that I would enjoy.	1	2	3	4	5	6	7
[BRAND] would make me want to use it.	1	2	3	4	5	6	7
[BRAND] is one that I would feel relaxed about using.	1	2	3	4	5	6	7
[BRAND] would make me feel good.	1	2	3	4	5	6	7
[BRAND] would give me pleasure.	1	2	3	4	5	6	7
This company is trustworthy (strongly disagree/strongly agree)	1	2	3	4	5	6	7
I trust this company keeps my best interests in mind (strongly disagree/ strongly agree)	1	2	3	4	5	6	7
I hold Company X responsible for the product harm	1	2	3	4	5	6	7
I perceive Company X as instrumental in producing the effects	1	2	3	4	5	6	7
I hold Company X responsible, because it could have foreseen the effects, no matter whether it had or did not have any intentions to produce them	1	2	3	4	5	6	7
Company X is responsible for the foreseen and intended results	1	2	3	4	5	6	7
Company X is responsible only to the extent that it cannot justify its behavior	1	2	3	4	5	6	7
Company X was simply associated with the event	1	2	3	4	5	6	7
<b>Purchase Intention</b>							
It is very likely that I will buy [BRAND] in the future	1	2	3	4	5	6	7
It is very likely that I will buy brand XYZ.	1	2	3	4	5	6	7
I will purchase brand XYZ the next time I need a product/service.	1	2	3	4	5	6	7
I will definitely try the products/services offered by brand XYZ.	1	2	3	4	5	6	7

Appendix B: Research Model

