



Research on the influence of shopping dynamic public purchase and motivation on the happiness of online purchase of second-hand luxury goods

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Abstract. The burgeoning internet expansion and economic progress in China have led to a notable surge in luxury consumption. Simultaneously, the second-hand luxury goods market is gradually expanding, heralding a new wave of consumer enthusiasm. This research explores the impact of three purchasing motivations for second-hand luxury goods: uniqueness, conspicuous, and economy, on consumer authenticity and happiness. Drawing upon the theory of self-awareness, it also investigates the moderating effects of online e-commerce platforms on shopping behavior, whether conducted publicly or anonymously. Through the combination of a 2x3 between-groups experiment and questionnaire survey, a structural equation modeling (SEM) is constructed using both SPSS 26.0 and AMOS 26.0 for hypothesis testing. The research findings indicate: (1) The unique consumption motivation, conspicuous consumption motivation, and economic consumption motivation for purchasing second-hand luxury goods have a significantly positive impact on consumer happiness. (2) Authenticity positively influences consumer happiness in the context of unique consumption motivation and economic consumption motivation, while it has a significantly negative impact in the context of conspicuous consumption motivation. (3) Authenticity in unique consumption motivation is more significant in the scenario of public shopping compared to anonymous shopping, while in conspicuous consumption motivation, the lack of authenticity is more pronounced in public scenarios. Economic consumption motivation shows greater significance in anonymous shopping compared to public shopping. These findings provide guiding suggestions for marketing strategies tailored to online retailers of second-hand luxury goods on e-commerce platforms.

Keywords: Second-hand luxury Consumption Motivation; Self-awareness; Perceived Authenticity; Consumer happiness

1 INTRODUCTION

China's rapid economic development and accelerated urbanization have propelled the flourishing of the luxury goods market. A report by Bain & Company revealed that while global luxury sales decreased by 20%-22% in 2020 compared to the previous

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year, they increased by an astonishing 48% in mainland China, showcasing a substantial market size. According to a report by iResearch, the domestic market for second-hand luxury goods reached a staggering 2.87 trillion yuan in 2020, with an estimated increase to 3.9 trillion yuan by 2025. It is evident that China's second-hand luxury market holds immense development potential, with the possibility of reaching a trillion-dollar scale in the future.

Simultaneously, with the promulgation of the "14th Five-Year Plan" for the development of the circular economy, changes in the economic situation due to the COVID-19 pandemic, and the rapid development of the Internet industry, the opportunities in the second-hand luxury goods market are becoming increasingly apparent. Online consumption on e-commerce platforms has become a new trend, and sharing shopping dynamics has emerged as a contemporary social media craze. However, there still exist many consumers who are unwilling to publicly disclose their purchase status or have others see their purchased products. These consumers place greater emphasis on the privacy of their personal lives, and their inclination towards anonymous purchases is stronger¹.

Therefore, for the consumer purchasing group of second-hand luxury goods, how should businesses showcase their marketing appeals for products, and which design approach, either public or anonymous, in online shopping can enhance consumer happiness?

To address this issue, we investigated: (1) the impact of three different consumption motivations (uniqueness, conspicuousness, and economy) of various second-hand luxury goods on consumer happiness; (2) the influence of authenticity on the three consumption motivations (uniqueness, conspicuousness, and economy) of second-hand luxury goods on consumer happiness; and (3) whether there is a significant variation in authenticity under the moderation of shopping dynamics being public or anonymous, concerning the three consumption motivations (uniqueness, conspicuousness, and economy) of second-hand luxury goods.

2 LITERATURE REVIEW

2.1 Motivations for Second-hand Luxury Goods Consumption

Previous research has made extensive contributions to the study of consumer motivations and behaviors regarding second-hand luxury goods consumption. Relevant motivations include sustainability, nostalgia, resale value, and social climbing. According to consumer theory, the fundamental distinction lies between intrinsic and extrinsic motivations. Intrinsic consumption motivations are positively correlated with non-conspicuous consumption, while extrinsic consumption motivations are positively correlated with conspicuous consumption. Consumers' purchases of luxury goods are influenced to some extent by their own goals and personal desires. Individuals with high uniqueness needs tend to engage in non-conspicuous consumption².

In previous studies, the most commonly mentioned intrinsic consumption motivations are enjoyment, while the extrinsic consumption motivation often highlighted is economic benefits. This study focuses on three dimensions of motivations for second-

hand luxury goods consumption: uniqueness motivation (intrinsic), conspicuousness motivation (extrinsic), and economic consumption motivation (extrinsic).

2.2 Self-awareness Theory

The theory of self-awareness suggested that an individual's attention can either be directed towards the self or away from the self. Some researchers categorize self-awareness into two forms: public self-awareness and private self-awareness, depending on the standards individuals use to guide their behavior. When individuals are in a state of public self-awareness, such as being under public scrutiny or in the presence of others, those with high public self-awareness tend to focus on their social identity. This leads people to pay attention to aspects of themselves that are publicly displayed, such as appearance and behavior. They are concerned with how others perceive them, thus making them more likely to change their opinions³. In contrast, individuals with private self-awareness are keenly aware of their personal attitudes and beliefs. They have a strong understanding of their own feelings and individual thoughts, and they possess their own standards, attitudes, and preferences. Consumers with high private self-awareness exhibit unique and steadfast preferences for products⁴.

2.3 Perceived Authenticity and Consumer happiness

The concept of authenticity, or the state where an individual's actions are driven by genuine, intrinsic forces, has long been of interest to philosophers and social thinkers. Conceptualizing authenticity as a commitment to one's self-worth, it is believed that self-authenticity serves as a motivator for individual behavior. Self-authenticity represents an individual's ability to align their inner thoughts and feelings with their outward expressions and actions. Consumers seek self-authenticity in their consumption experiences, and it is crucial for marketers to understand how consumer behavior influences consumers' sense of authenticity and how these feelings affect their market experiences⁵. From the perspective of many mainstream psychological consultations, authenticity is considered the most fundamental aspect of happiness and forms the core of happiness⁶.

3 THEORETICAL MODEL AND HYPOTHESIS DERIVATION

3.1 Consumption Motivation, Perceived Authenticity and happiness

For some consumers seeking unique items, purchasing second-hand goods is becoming their primary choice. By buying and owning a distinctive item from the second-hand market, they achieve a certain level of uniqueness, especially with vintage and unique classic items, they can enhance one's sense of self-identity, creating a genuine, original,

and trendy personal style⁷. In luxury consumption dominated by personal items, consumers tend to prioritize fulfilling their emotional and pleasurable needs. At this point, aesthetics become more important than price.

Consumers' demand for uniqueness actively contributes to personal authenticity⁸. Those who score high in authenticity tend to have higher subjective happiness⁶. Therefore, we propose the following hypotheses:

H1: The motivation for uniqueness in second-hand luxury goods consumption has a positive impact on consumer happiness.

H2: Self-authenticity positively moderates the relationship between the motivation for uniqueness in second-hand luxury goods consumption and consumer happiness.

Luxury consumption can enhance individuals' sense of happiness, boost positive emotions, reduce negative emotions, and increase life satisfaction. Once people's basic needs are met, other factors such as status comparison become more important than luxury consumption in determining subjective happiness at higher levels of development.

Consumers engage in conspicuous consumption by purchasing luxury goods to showcase their social status and privileges to others. This pursuit of luxury items that do not align with their own identity may have adverse effects on the perception of self-authenticity, thereby reducing their subjective sense of happiness during the consumption process⁹.

H3: The motivation for conspicuous consumption of second-hand luxury goods has a positive impact on consumer happiness.

H4: The sense of self-authenticity positively moderates the relationship between the motivation for uniqueness in second-hand luxury goods consumption and consumer happiness.

Consumer-driven purchasing factors correspond to seeking lower prices, and since the first literature on this topic appeared, people have been paying attention to second-hand shopping. The second-hand luxury goods market provides consumers with more economical shopping options. Price has always been one of the main driving factors in sales for e-commerce businesses in the field of consumption research¹⁰. Because the prices of first-hand luxury goods are often high, retailers of second-hand luxury goods should emphasize the affordability of their products when promoting them. The exorbitant original prices of luxury items can deter potential buyers, leading them to seek discounted prices and achieve the best deals, thus becoming the main driving force behind purchasing second-hand luxury goods¹¹.

Purchasing products that offer value for money can reflect one's authentic self, allowing young people to enjoy a better quality of life without having to struggle financially, thus bringing happiness.

H5: The economic consumption motivation for second-hand luxury goods has a positive impact on consumer happiness.

H6: Self-authenticity positively moderates the relationship between the economic consumption motivation for second-hand luxury goods and consumer happiness.

3.2 Shopping Status: Public and Anonymous

According to the theory of self-awareness, we hypothesize that the online anonymous shopping environment created by e-commerce platforms fosters a sense of private self-awareness, while shopping dynamics being public online belong to a public self-awareness environment.

When shopping online, consumers pursue product aesthetics and uniqueness, focusing on their inner feelings. In the state of anonymity, consumers make purchases without being seen by others, and their purchasing dynamics remain unknown to others. All purchasing behaviors are solely based on their inner feelings, which better reflect their sense of authenticity.

In the public environment of online social platforms, consumers' shopping behaviors are observed by online friends and strangers. Consumers showcase their status by sharing their purchased products, and purchasing luxury goods may diminish their sense of authenticity. The more attention they receive from others, the stronger their sense of inauthenticity becomes.

The economic purchasing motivation involves consumers seeking products that offer value for money, allowing them to purchase a classic item of the same style and quality as first-hand luxury goods but at a lower price. Similar to the motivation for uniqueness, purchasing such a product without being discovered by others better reflects their sense of authenticity. The theoretical model is depicted in Figure 1 below.

H7: The positive impact of purchasing motivation for uniqueness in second-hand luxury goods on consumer authenticity is more pronounced in an anonymous setting compared to an open environment.

H8: The negative impact of purchasing motivation for conspicuous consumption in second-hand luxury goods on consumer authenticity is more pronounced in an open environment compared to an anonymous setting.

H9: The positive impact of purchasing motivation for economic consumption in second-hand luxury goods on consumer authenticity is more pronounced in an anonymous setting compared to an open environment.

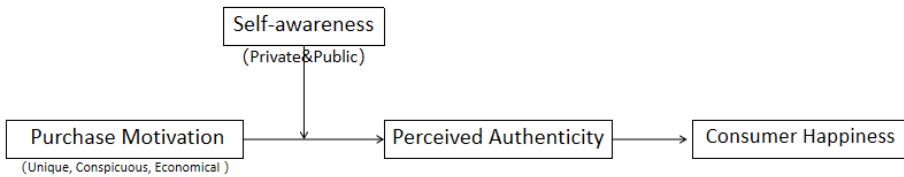


Fig. 1. Research Theoretical Model

4 METHOD

The present study will investigate the impact of differences in shopping dynamics visibility and purchasing motivations on the happiness levels of online purchases of second-hand luxury goods through a 3*2 between-subjects experiment and questionnaire

distribution. A total of six experimental conditions will be designed, including uniqueness marketing appeals in anonymous status, conspicuous marketing appeals in anonymous status, economic marketing appeals in anonymous status, uniqueness marketing appeals in public dynamics status, conspicuous marketing appeals in public dynamics status, and economic marketing appeals in public dynamics status.

After extensive review of relevant literature, validated scales for the variables involved in the research model and hypotheses were employed. These scales were then appropriately modified and adjusted to fit the research context. A 7-point Likert scale was used for participants to rate the experimental content in the questionnaire, where 1 indicated "strongly disagree" and 7 indicated "strongly agree". Six sets of questionnaire materials with different manipulated variables were created using the Questionnaire Star platform.

5 RESULT

In this study, a questionnaire survey distributed across various social platforms including WeChat, QQ groups, Weibo, and Douban. The survey lasted for 5 days, during which a total of 420 valid questionnaires were collected.

Among them, there were 100 male and 320 female respondents, with the majority falling in the age groups of 18-24 and 25-36 years old, accounting for 43.1% and 49.3% respectively. The age group of 37-49 years old constituted 7.6% of the respondents. In terms of annual income, 44.8% had an income below 100,000 RMB, 39.5% had an income between 100,000 and 240,000 RMB, and 13.8% had an income between 250,000 and 400,000 RMB. There were 8 respondents with an income above 400,000 RMB, accounting for 1.9% of the total. The distribution between extroverted and introverted individuals was relatively balanced, with 50.7% being extroverted and 49.3% being introverted.

5.1 Reliability Analysis and Validity Analysis

In this reliability analysis, the coefficient measurement for the economic dimension was 0.778, while the coefficients for other dimensions ranged from 0.8 to 1. Thus, the scales used in this study demonstrated good internal consistency and reliability. The validity of the scales was assessed using the Kaiser-Meyer-Olkin (KMO) test and Bartlett's sphericity test. The KMO value for the scales was 0.803, indicating strong correlations among the factors analyzed. Bartlett's test statistic was large, at 5948.934, with a significance probability of 0.000, less than 1%, indicating that the data were suitable for factor analysis.

To assess validity, confirmatory factor analysis using AMOS was employed. The overall model fit indices were satisfactory: the CMIN/DF (Chi-square divided by degrees of freedom) was 1.703, RMSEA (Root Mean Square Error of Approximation) was 0.041, and the CFI (Comparative Fit Index), TLI (Tucker-Lewis Index), and IFI (Incremental Fit Index) were all above 0.9, indicating excellent fit. In the validity as-

assessment of the scales, the average variance extracted (AVE) for each dimension exceeded 0.5, and the composite reliability (CR) exceeded 0.7, indicating good convergent validity and composite reliability for each dimension. Additionally, the square root of the AVE for each dimension was greater than the standardized correlation coefficients between each pair of dimensions, indicating good discriminant validity among the dimensions.

5.2 Control Check

To examine the effects of three different purchasing motivations under the conditions of shopping being either public or anonymous, and to test how perception of the purchasing scenario differs between these two states, as well as to investigate whether introverted or extroverted personalities influence purchasing intentions and willingness to shop publicly, this study employed independent samples t-tests using SPSS for analysis, with a significance level set at 0.05.

Significant differences were found among the three purchasing motivations in both anonymous and public shopping states. In the unique consumption motivation, there were significant differences in uniqueness ($t=5.46$, $p<0.01$) and non-uniqueness ($t=4.19$, $p<0.01$). In the vanity consumption motivation, there were significant differences in vanity ($t=5.41$, $p<0.01$) compared to non-vanity ($t=4.13$, $p<0.01$). In the economic consumption motivation, there were significant differences in economy ($t=5.58$, $p<0.01$) compared to non-economy ($t=4.65$, $p<0.01$). These results indicate that the manipulation in this 3*2 experiment was effective.

For question 1, "I am aware that I am purchasing in a public setting," there was a significant difference between the public shopping state ($t=5.11$, $p<0.01$) and the anonymous scenario ($t=2.08$, $p<0.01$). For question 2, "My purchase records are not hidden and can be seen by my online friends and strangers," there was a significant difference between the public shopping state ($t=4.87$, $p<0.01$) and the anonymous scenario ($t=2.09$, $p<0.01$). Under the measurement of private self-awareness, there were significant differences between the anonymous ($t=5.37$, $p<0.01$) and public shopping states ($t=4.88$, $p<0.01$). Under the measurement of public self-awareness, there were significant differences between the anonymous ($t=4.60$, $p<0.01$) and public shopping states ($t=5.32$, $p<0.01$).

In the anonymous environment, participants are more likely to perceive a sense of solitude, feeling that only they exist in the environment and are not subject to others' attention, thus exhibiting higher levels of private self-awareness. Conversely, in the context of online shopping with public visibility, participants are more likely to feel observed by others, leading to higher levels of public self-awareness. Therefore, questions 1 and 2 can be used to measure the moderating effects of public and private self-awareness.

5.3 Structural Equation Modeling (SEM)

In this SEM model, the chi-square value is 34.148 with 17 degrees of freedom, resulting in a CMIN/DF ratio of 2.009 and an RMSEA value of 0.049. The CFI, TLI, and IFI

values all exceed 0.9, indicating excellent fit. Therefore, the SEM model demonstrates good adequacy in assessing the impact of differences in shopping dynamics openness and purchasing motivations on the happiness of online purchases of second-hand luxury goods.

In the path hypothesis testing of this study, unique consumption motivation significantly positively influences consumer happiness ($t=0.199$, $p<0.01$), thus supporting hypothesis 1. Additionally, the sense of authenticity mediates positively between unique consumption motivation and consumer happiness ($t=0.306$, $p<0.01$), supporting hypothesis 2. Furthermore, the positive impact of purchasing unique consumption motivation on consumer authenticity decreases with increasing levels of openness ($t=-0.129$, $p=0.002$), thus supporting hypothesis 7.

The ostentatious consumption motivation significantly positively influences consumer happiness ($t=0.199$, $p<0.01$), supporting hypothesis 3. Moreover, authenticity acts as a negative mediator between ostentatious consumption motivation and consumer happiness ($t=-0.308$, $p<0.01$), thus supporting hypothesis 4. Additionally, the negative impact of purchasing ostentatious consumption motivation on consumer authenticity increases with increasing levels of openness ($t=0.083$, $p=0.041$), supporting hypothesis 8.

The economic consumption motivation significantly positively influences consumer happiness ($t=0.172$, $p<0.01$), confirming hypothesis 5. Furthermore, authenticity mediates positively between economic consumption motivation and consumer happiness ($t=0.283$, $p<0.01$), supporting hypothesis 6. However, the purchase of economic consumption motivation on consumer authenticity does not have a moderating effect ($t=0.052$, $p=0.207$), thus hypothesis 9 is not supported.

6 CONCLUSIONS

Self-perceived authenticity facilitates the impact of uniqueness and economic consumption motivations on consumer happiness. However, self-perceived authenticity weakens the effect of conspicuous consumption motivation, thereby reducing consumer happiness.

Self-awareness moderates the relationship between uniqueness and conspicuous consumption motivations and consumer happiness. However, self-awareness does not moderate the relationship between economic consumption motivation and consumer purchasing happiness.

Based on the empirical findings of this study, the following recommendations are proposed for the operation of online e-commerce platforms:

1. For e-commerce platform merchants, it is advisable to focus on developing marketing messages that emphasize the uniqueness and affordability of products. This approach can enhance consumers' sense of authenticity, thereby increasing their happiness.
2. For online e-commerce shopping social platforms, regarding products emphasizing uniqueness, it is advisable to design or strengthen an environment that pro-

motes anonymous purchases by consumers, thereby enhancing their sense of authenticity and consequently increasing their happiness. Similarly, for products emphasizing ostentation, the platform should also prioritize designing or enhancing an anonymous purchasing environment to mitigate consumers' sense of in-authenticity, thus boosting their happiness.. As for products emphasizing affordability, whether the shopping environment is anonymous or public does not affect consumers' sense of authenticity, thus allowing for either anonymous or public shopping designs.

3. For e-commerce consumers, opting to purchase products emphasizing uniqueness and affordability in an anonymous purchasing environment can enhance individual happiness.. Conversely, selecting products emphasizing ostentation may reduce happiness. through perceived in-authenticity, but this effect can be mitigated in environments where anonymity is stronger, thereby promoting consumer happiness.

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