

Consumer Preferences when Buying Second Hand Luxury Items

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Abstract : Consumers increasingly consider sustainability aspects in their consumption behavior. Although, few fashion brands are already active in the second-hand luxury market with their own online platforms. Separating between base and high-end luxury brands, two online discrete choice experiments determine the drivers behind consumers' willingness-to-pay for platform characteristics like the type of ownership, giving brands the opportunity to elicit a financial scope they can operate within.

Keywords : choice experiment, luxury, preferences, second-hand, platform, online

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