

# Exploring Intrinsic and Extrinsic Motivations Among Young Adults for Purchasing Second-Hand Luxury Products

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## Abstract

This study investigates what motivates young consumers (aged 18-29) to purchase second-hand luxury products. Using a quantitative approach with 218 respondents, the study explains how economic factors, environmental consciousness, peer pressure, status-seeking, and hedonic motivations influence the purchase intentions of second-hand luxury products. This paper uses the self-determination theory (SDT) to understand their intrinsic and extrinsic motivations. Analysis using SmartPLS 4 revealed significant differences between consumers with high and low environmental consciousness. Those with lower environmental awareness are more motivated by stronger economic and hedonic motivations in their purchasing decisions.

## I Introduction

The second-hand luxury market is growing as consumers pursue sustainable options. This trend is reshaping the luxury market, and the increasing awareness of sustainability issues has led to a greater interest in eco-friendly and ethical consumption choices, including in the luxury market. Social media has enhanced accessibility, helping second-hand luxury become mainstream, especially among young consumers. This shift represents a significant economic opportunity, as the global second-hand luxury market, valued at \$29.4 billion in 2022, is projected to reach \$56 billion by 2028, growing at an annual rate of 11.32% (IMARC Group, 2023). This study examines what motivates young consumers to participate in this growing market, providing insights into changing trends and future luxury brand

strategies.

## II Literature Review

### 1 Second-Hand Luxury Consumption

There has been a growing trend towards second-hand luxury consumption in recent years. Previously, people who were interested in second-hand luxury products were mainly those who liked vintage items or people who looked for cheaper prices, but now it attracts more consumers and the luxury industry has evolved dramatically. This indicates consumers increasingly value sustainability and uniqueness, and are seeking products that align with their values. Turunen and Leipämaa-Leskinen (2015) identified motivations for purchasing second-hand luxury goods, including economic, environmental, and personal factors. This market's growth reflects not only economic reasons but also the current trends toward sustainable consumption.

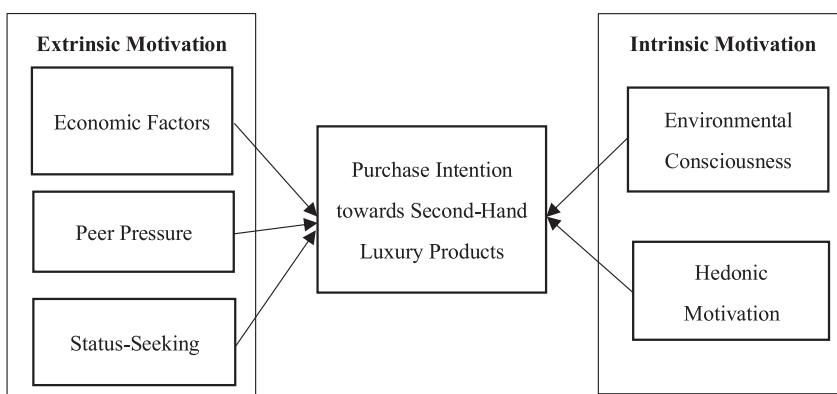
### 2 Characteristics of Young Consumers

This study focuses on consumers aged 18 to 29, including late Millennials (born in 1981-1996) and early Gen Z (born in 1997-2012) (Dimock, 2019; van Lierop, 2023). This demographic plays an important role in the luxury market and their attitudes towards luxury consumption significantly differ from previous generations. Their tendency to be early adopters of new trends makes them an important demographic for studying consumer behaviour. For example, this demographic is more tech-savvy and sustainability-oriented (Herlina, Rinaldi, & Rahmasari, 2023; Top Employers Institute, n.d.). Social media strongly influences how young people, especially Gen Z, think about fashion and the environment. As digital natives, these generations utilise diverse online platforms that shape what clothes they buy and make them more aware of environmental issues (Palomo-Domínguez et al., 2023).

### 3 Self-Determination Theory

Self-Determination Theory (SDT) provides a framework for understanding consumer motivation through two main types: intrinsic motivation, which is supported by the basic needs for *autonomy, competence, and relatedness* and extrinsic motivation (*external regulation, introjected regulation, identified regulation, and integrated regulation*) (Deci et al., 1996; Ryan & Deci, 2000a). Intrinsic motivation derives from pleasure, whereas extrinsic motivation is driven to obtain an extrinsic reward (Ryan & Deci, 2000a). *Autonomy* is the ability to control actions towards achieving goals, *competence* is the active control of desired outcomes, and *relatedness* is a social need that connects with others (Deci & Ryan, 2012). *External regulation* is the most basic form of extrinsic motivation, and actions are taken to receive a reward or to avoid punishment and behaviours are not internalised but are dependent on outside control. (Niemiec et al., 2010). *Introjected regulation* results from people having partially internalised extrinsic motivations, leading them to take actions to satisfy internal pressures such as contingent self-esteem, guilt, or the ego (Deci & Ryan, 2015). *Identified regulation* involves connecting with the personal values and importance of a behaviour, representing more fully internalised extrinsic motivation (Deci & Ryan, 2015). The highest form of internalisation within extrinsic motivation, *integrated regulation* arises when individuals take external values and rules and combine them with their own beliefs, making them part of their identity (Deci & Ryan, 2015).

Figure 1: Research Framework



In this study, economic factors (H1), status-seeking (H3), and peer pressure (H4) represent extrinsic motivations driven by financial benefits and social status. Environmental consciousness (H2) and hedonic motivation (H5) represent intrinsic motivations related to personal values and shopping enjoyment, as shown in Figure 1. This framework explains how different factors influence consumers' decisions to purchase second-hand luxury items. Applying this theory provides a comprehensive understanding of the various intrinsic and extrinsic factors influencing consumer behaviour and their impact on purchasing decisions.

#### 4 Economic Factors

A primary motivation for consumers to purchase second-hand luxury items involves both paying less and gaining satisfaction from obtaining fair value (Guiot & Roux, 2010). Frugality is seen as a main motivator of second-hand consumption and frugal consumers who are careful and wise with their spending, tend to buy second-hand items more often (Cervellon et al., 2012). Young consumers want to enjoy luxury items without spending too much money as they usually have tighter budgets. Moreover, bargain hunting becomes a strategic choice to save money while satisfying their desires without spending too much (Herjanto et al., 2016).

Based on these insights, the following hypothesis is proposed:

**H1:** Economic motivation significantly influences consumer decisions to purchase second-hand luxury items.

#### 5 Environmental Consciousness

Sustainability and ethical consumption are increasingly vital for young consumers. Henninger et al. (2016) found that this demographic shows strong awareness of environmental and social issues. Second-hand luxury appeals to them because it matches their environmental values. The fashion industry is changing as demand grows for eco-friendly products (Fashinnovation, 2023). The sustainability awareness among Gen Z and Millennials is growing, and they expect these products to demonstrate a commitment to environmental sustainability (Pencarelli et al., 2019).

Therefore, the following hypothesis is proposed:

**H2:** Environmental Consciousness positively influences consumers' intention to purchase second-hand luxury items.

## 6 Peer Pressure

Social influence, especially from friends, is a critical factor in shaping consumers' purchasing decisions. Prior studies indicate that individuals tend to compare themselves and their possessions with close friends (Chan & Prendergast, 2007; Wang, 2022). The comparison can lead to feelings of envy or a desire for conformity to fit in the group, further motivating luxury consumption. Generation Z, who are exposed to fashion content on Instagram, show higher purchase intentions when experiencing peer influence (Wang, 2017). Similarly, Millennials significantly influence the luxury buying choices of their peers through peer pressure (Yazici, 2016). Social media platforms are used not just to show off their fashion but also to get approval from friends. Peer pressure can enhance self-confidence and help maintain friendships through a shared sense of style by imitating their friends (Guan, 2021). This shows that purchasing decisions can be a means of self-expression and a way to fit into a desired social group.

Thus, the following hypothesis is proposed:

**H3:** Peer Pressure positively influences consumers' intention to purchase second-hand luxury items.

## 7 Status-Seeking

Status seeking involves purchasing luxury items as symbols of social status and prestige. Consumers are motivated to display wealth or higher social class through luxury brands as symbols of affluence (Husain et al., 2022). According to Sirgy (1985), people buy luxury products to create an image of themselves or who they aspire to be, driven by the desire for social status. The consumption of luxury goods, even second-hand, is used as a means to showcase their success and status. Moreover, Phau and Prendergast (2001) discovered that social acceptance is a key

reason people buy luxury brand products.

Therefore, the following hypothesis is proposed:

H4: Status-Seeking positively influence consumers' intention to purchase second-hand luxury items.

## 8 Hedonic Motivation

Hedonic motivation is characterised by pleasure and enjoyment derived from the shopping experience (Turunen & Leipämaa-Leskinen, 2015). Excitement stems from the thrill of finding unique or rare second-hand luxury items. Treasure hunting in second-hand shopping is about finding vintage items which brings a sense of nostalgia with the excitement of looking for something unique. Roux and Guiot (2008) suggest that part of the appeal in purchasing second-hand items comes from the element of serendipity, which is the unexpected joy found in discovering items.

Thus, the following hypothesis is proposed:

H5: Hedonic Motivation positively influences consumers' intention to purchase second-hand luxury items.

## III Methodology

### 1 Data Collection

The data for this study were gathered from 218 respondents via an online survey from the 21st of November to the 5th of December, 2023. Females constitute approximately 75.7% (n=165), and the majority of survey respondents are between 19 and 24 years old, making up 70.2% of the sample, while those between 25 and 29 years old represent 29.8%. The data on occupation reveal that more than half of the respondents (56.4%, n=123) are students. This is followed by those with full-time employment, representing 34.4% (n=75). Moreover, Asian and European nationalities are predominant, at 67.4% (n=147) and 23.9% (n=52), respectively. Regarding luxury consumption, 67.9% (n=148) had previously purchased luxury products, with most buying items every 2-3 years (35.3%). Only 36.7% had experience purchasing second-

hand luxury items.

## 2 Reliability and Validity

In this study, reliability was evaluated to ensure the consistency and stability of the measurement. One outer loading (EF3) was eliminated in this study as outer loading greater than 0.6 is recommended (Hair et al., 2014). Analysis of Composite Reliability (CR) and Average Variance Extracted (AVE) values shows that all constructs meet the required standards for reliability and convergent validity. Table 1 shows that these high CR values demonstrate strong internal consistency across all constructs. The AVE values above 50% confirm that each construct adequately explains more of the variance in its indicators, establishing convergent validity.

Table 1. CR and AVE Matrix

	CR	AVE
EC	0.934	0.740
EF	0.878	0.643
HDN	0.897	0.639
PI	0.953	0.870
PP	0.905	0.617
SS	0.903	0.609

Note: CR>0.7, AVE>0.5 (Al-Zwainy  
& Al-Marsomi, 2023)

Table 2 presents the Heterotrait-Monotrait (HTMT) ratio matrix. It is suggested that the HTMT ratio should be tested in order to have a more precise assessment of discriminant validity. HTMT is the mean of inter-construct item correlations compared against the geometric mean of same-construct correlations (Dijkstra & Henseler, 2015; Hair et al., 2019). Henseler et al. (2015) suggest that HTMT values ought to be under 0.9. In this study, all constructs have HTMT values below this threshold, with 0.692 being the highest value observed, suggesting that the constructs are acceptable.

Table 2: HTMT Matrix

	EC	EF	HM	PI	PP	SS
EC						
EF	0.533					
HM	0.505	0.588				
PI	0.338	0.692	0.586			
PP	0.198	0.381	0.255	0.470		
SS	0.189	0.123	0.229	0.120	0.559	

Note: HTMT<0.9 (Henseler et al., 2015)

## IV Results and Findings

The comparative analysis between high and low environmental consciousness (EC) groups reveals that economic factors have a stronger influence on purchase intention in the low EC group ( $\beta = 0.405$ ) compared to the high EC group ( $\beta = 0.334$ ), as illustrated in Figure 2 and Figure 3. This indicates that perceived economic value plays a more significant role for consumers with lower environmental consciousness when considering second-hand luxury purchases. Notably, environmental consciousness demonstrates a non-significant relationship with purchase intention in both groups (high EC group:  $\beta = 0.064$ ; low EC group:  $\beta = 0.081$ ).

This finding suggests that even among consumers with high environmental consciousness, this factor does not significantly drive their intention to purchase second-hand luxury products. For both groups, economic factors and hedonic motivation are the primary motivations of purchase intention for second-hand luxury products, with peer pressure as a secondary influence. Consumers with lower environmental consciousness appear more motivated by practical considerations (economic factors) and emotional/experiential benefits (hedonic motivation) when purchasing second-hand luxury items. The stronger economic motivation in the EC low group supports Achabou and Dekhili's (2013) finding that luxury consumers often prioritise product quality and price over environmental considerations.

Figure 2. Path Analysis of Purchase Intention for EC High Group

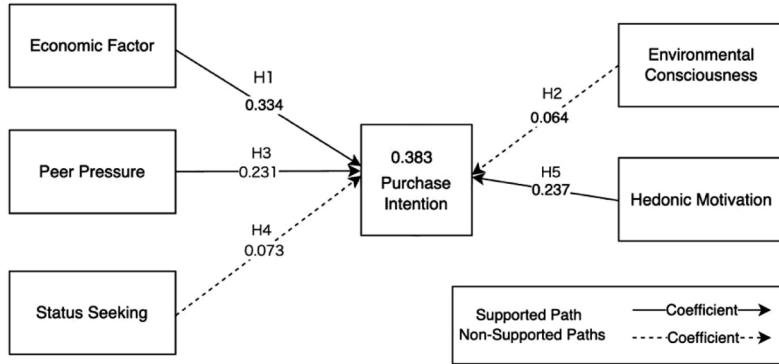
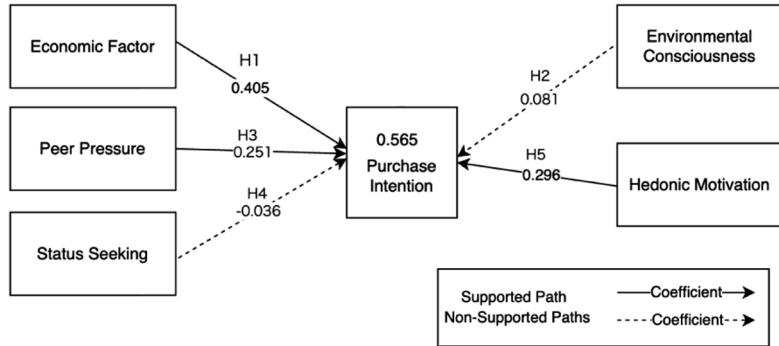


Figure 3. Path Analysis of Purchase Intention for EC Low Group



## V Theoretical Implications

The study shows no significant relationship between environmental consciousness and purchase intention. This suggests sustainability values may not directly influence young people's second-hand luxury purchases. Davies et al. (2012) found that ethical factors have low priority in luxury purchasing decisions. Regarding intrinsic motivation, there are *autonomy, competence, and relatedness* (Deci et al., 1996). *Autonomy* plays an important role, defined as the capability to be responsible for consuming one's own experiences (Zhang, 2023). This explains hedonic motivation as consumers buy second-hand luxury items for pleasure and enjoyment derived from the shopping experience which reflects an autonomous decision.

*Competence* is characterised by the perception of being effective in the things we do (Kilpatrick et al., 2002). *Competence* in hedonic motivation makes consumers choose second-hand luxury items because of the joy they find in discovering unique or rare luxury items. The individual feels skilled and effective in their ability to find desirable items. Third, *relatedness* refers to the desire to establish strong emotional connections and secure relationships with other people (Reeve, 2012). Some consumers desire to connect with people to align with them who value uniqueness or hedonic motivation derived from the shopping experience as some consumers find joy in sharing their shopping experience with friends or family.

For extrinsic motivation, there are *external regulation*, *introjected regulation*, *identified regulation*, *integrated regulation* (Deci et al., 1996). This study shows economic factors are significant extrinsic motivations in second-hand luxury consumption. Young consumers seek economic rewards such as savings or obtaining better value. *External regulation* appears as motivation driven by external rewards. In luxury consumption, consumers are more likely to be influenced by extrinsic motives such as tangible rewards in their purchasing decisions (Kapferer, 2021).

In terms of *introjected regulation*, peer pressure motivates young consumers to buy second-hand luxury products due to internal pressures to avoid feeling of left out or to gain acceptance from their friends. This indicates that the pressure has been partially internalised extrinsic motivation related to self-esteem. Regarding *identified regulation*, this study shows that consumers may identify with the status associated with owning luxury items, even if they are second-hand. They understand that owning these products enhances their social image which indicates that their purchasing decision aligns with their personal value. Lastly, *integrated regulation* was not explicitly observed in this study, but consumers may purchase second-hand luxury products because they align with their self-identity. For example, initially their motivation might be driven by the external gain or social status, however, the motivation becomes internalised to align with their personal values and beliefs and making them a part of their identity. Thus, the behaviour of purchasing second-hand

luxury items may become an expression of their values. This explains that some consumers might be initially motivated to purchase second-hand luxury items because of the need for social approval and the desire to look wealthy but it gradually integrates into their identity and therefore, owning luxury items becomes a way to define and express themselves.

## VI Conclusion

This research reveals that although young consumers are considered to be more conscious of environmental issues compared to older generations, it does not necessarily drive them to buy second-hand luxury products. The differential influence of motivational factors between EC high and low groups reveals the complex relationship of economic, social, and psychological factors in second-hand luxury consumption. As Turunen and Leipämaa-Leskinen (2015) concluded, second-hand luxury consumption involves negotiating multiple, sometimes contradictory values and motivations. Notably, even among environmentally conscious consumers, sustainability considerations alone do not significantly influence purchase intentions which suggest that their decision-making processes may involve additional factors not captured in the model of this study. These findings provide valuable insights for developing effective marketing strategies that resonate with young consumers. Rather than focusing exclusively on environmental benefits, positioning strategies should emphasise economic value, pleasurable shopping experiences, and social acceptance to effectively engage young consumers. By addressing these diverse motivational drivers, businesses can develop more resonant marketing approaches in an increasingly sustainability-conscious marketplace.

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