

Circular Economy Governance and its Influence on Second-Hand Luxury Consumption: Insights from Turkey

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Abstract

The circular economy, governed by sustainable frameworks, has become increasingly important with rising environmental awareness. As customers prioritize eco-consciousness, they focus on second-hand products that extend product lifespans and promote sustainable consumption under effective governance. Luxury goods, due to their superior quality, durability, and timeless appeal, are particularly well-suited for second-hand markets, offering opportunities for a governance-driven closed-loop consumption system. This study explores the second-hand shopping trend among Turkish consumers, specifically its validity for luxury consumer goods, a key component of the circular economy. Employing a qualitative research method and an exploratory model, in-depth interviews were conducted with 10 participants. The findings reveal that second-hand luxury product consumption is increasingly common among Turkish youth. This trend, facilitated by improved governance, aligns with circular economy principles and enables middle- and lower-income segments to access luxury products more affordably. Governance mechanisms are crucial in ensuring equitable, sustainable practices in this market, contributing to stakeholder-friendly outcomes. Overall, integrating governance with circular economy initiatives strengthens the movement toward environmentally conscious consumption and fosters inclusive access to luxury goods in Turkey. This highlights the potential of governance to transform consumer behavior toward sustainable economic models.

Keywords: Circular Economy, Luxury Products, Second-Hand Consumption, Second-Hand Luxury Products

Introduction

Luxurious tastes have always been a part of history. Still, in the context of capitalism-driven consumption, they have emerged as a major phenomenon influenced by governance structures that shape consumer behavior and industry standards. On the one hand, the luxury business has been criticized for its lack of sustainable governance, particularly in the fast fashion industry, which prioritizes profit over sustainability. In recent years, however, there has been a paradigm shift in the luxury sector as consumers demonstrate a greater preference for sustainable consumption governed by ethical and transparent practices (Ki et al., 2017). The transition to more sustainable luxury consumption faces distinct governance challenges despite this shift. Sustainability is associated with ethical governance, lower long-term costs, and environmentally beneficial corporate practices. Luxury consumption, however, is linked to high product prices, sophisticated marketing strategies, and the ostentatious value pursuit of luxury buyers (Davidson et al., 2017).

This study employs social identity and perceived value theory as governance frameworks for understanding second-hand luxury brand consumption. According to social identity theory, materialistic individuals may purchase luxury goods as symbols of prestige or social status, a behavior influenced by societal norms and governance within cultural groups (Christopher & Schlenker, 2004). Tajfel and Turner (1979) define social identity as "that part of a person's self-image which derives from their awareness of involvement in a social group, as well as the value and emotional significance attached to that membership." Studies have shown that in communal cultures, governance structures within society shape luxury consumption behaviors, encouraging people to purchase luxury brands to enhance their self-esteem and social standing (McFerran et al., 2014).

Furthermore, perceived value theory offers insights into how governance of perceived sacrifices and benefits affects consumer behavior. Monroe and Krishnan (1985) introduced the theory of perceived value, which suggests that consumers evaluate products based on perceived quality and perceived sacrifice. Governance mechanisms in marketing and branding play a key role in shaping these perceptions, making luxury products attractive even in second-hand markets. When consumers perceive the value of a product to outweigh its sacrifice, it enhances their motivation to buy (Tu, Hsu, & Creativani, 2022). This study suggests that value governance in luxury products, such as durability and timelessness, drives second-hand buyers to prefer them.

Luxury goods serve as tools for building self-concept and social identity, governed by materialistic motivations and societal norms. Materialistic individuals often view possessions as indicators of success, using luxury goods as governance-driven status symbols (Pandelaere & Shrum, 2020). This study assumes that individuals aiming to increase social status, particularly those seeking cost-effective alternatives, often turn to second-hand luxury consumption as a governance-enabled means of achieving their goals.

In the existing literature, second-hand consumption is often connected to sustainability, recycling, and environmentally conscious behavior governed by ethical principles (Guiot & Roux, 2010; Hur, 2020; Bianchi & Gonzalez, 2021; Zahid, Khan, & Tao, 2023). However, studies on second-hand luxury consumption, particularly from a governance perspective, remain limited, with almost no empirical work in the Turkish context. This research, therefore, aims

to study the governance-driven inclinations and motivations for second-hand luxury consumption in Türkiye, filling a critical gap in the literature.

Literature Review

Luxury Brand Consumption

Although there are numerous definitions for what constitutes a luxury brand, marketing experts have largely supported the consumer perspective, pointing out that customers determine the value of a product at the time of consumption and that the nature of luxury products is linked to consumption (Li et al., 2012). Because only a few consumers can buy luxury products, being an expensive brand may encourage loyalty among more materialistic and status-driven consumers (Cruz-Ros et al., 2024). As the self-expansion hypothesis suggests, people prefer to reinforce their identities and feel more content with their lives by expanding their sense of self (Aron and Aron, 1986). As Belk (1988) points out, luxury brands can work as symbols or tools that help consumers represent who they are. Elements that are likely to arouse sentiments of pride, a positive self-conscious attitude that results from one's achievements and success, are what make luxury products appealing to consumers. These elements often target their demands for exclusivity, success, superiority, and expertise (Shi et al., 2024). On the other hand, appealing to exclusivity as well as authenticity allows customers to express themselves through luxury purchases (Septianto et al., 2020).

Early researchers studied the characteristics of luxury goods because they violate the economic laws of supply and demand (Diaz Ruiz and Cruz, 2023). According to Grossman and Shapiro (1988), luxury goods express exclusivity, social standing, and prestige. More recently, luxury has been viewed as a commercial strategy (Hoffman and Coste-Maniere, 2012), with luxury managers using concepts of exclusivity and creativity to infuse commercial offers with an air of exclusivity. Luxury brands create an image of unachievable rarity by invoking aspirational and unique prestige (Diaz Ruiz and Cruz, 2023). The sharing economy is bringing forth new types of luxury consumption. As Bardhi et al. (2020), co-ownership and pre-owned luxury are two novel methods for luxury consumption. In this study, in our field research, we focused our energy to understand the motivation behind the usage of pre-owned luxury products, in other words second hand luxury products.

Second Hand Luxury Consumption

The global market volume for used personal luxury products rose from 26 billion euros in 2019 to 28 billion euros in 2020, and around 33 billion euros in 2021. This implies a 65 percent increase in 2021 compared to 2017 (Stolz, 2022). The word "second-hand" refers to previously used products, regardless of whether they are from earlier decades or a more recent collection, i.e., regardless of age. Understanding more environmentally friendly ways to consume fashion and apparel products is important, as the sector is coming under increased criticism for its effects on society and the environment (Turunen and Pöyry, 2019). In the study of second-hand luxury consumption, the utilitarian orientation (Wiedmann et al., 2009) has not received as much attention as the hedonic and conspicuous orientation (Podoshen and Andrzejewski, 2012). Utilitarian orientation is more about pragmatic inclinations and motivations making second hand consumption more meaningful for the customer whereas, hedonic consumption is more about enjoying the transaction and getting pleasure-oriented satisfaction from shopping. However, when the case is sustainability, it makes us excited to consider the possibility of utilitarian orientation which is also a strong relationship with

sustainability-driven initiatives. Actually, sustainable consumption has received a lot of attention in recent years from marketers and academicians alike. Sustainable consumer behaviors are thought to assist a variety of responsible citizen activities, including recycling, energy conservation, boycotting unethical products, and decreasing personal waste (Septianto et al., 2020) and for many researchers a way of ensuring sustainable consumption is encouraging second hand consumption (Ek Styvén and Mariani, 2020; Mohammad, Quoquab and Mohamed Sadom, 2021; Persson and Hinton, 2023).

As customers' preferences for sustainable purchasing have grown, there has been a paradigm change in the luxury sector in recent years (Ki et al., 2017). In contrast to new items, second-hand luxury products often refer to all non-new products or luxury products offered through non-new product channels. The resale of second-hand luxury items successfully extends product lifespans and keeps luxury goods out of the cycle of elimination and remanufacturing, effectively decreasing the pace of resource waste (Tu, Hsu and Creativani, 2022).

In this perspective, the second-hand luxury market has an impact on luxury brands because of the extended product life cycle and the proliferation of luxury product consumption, even among consumers who would not have purchased a luxury item otherwise (Stolz, 2022). The second-hand market offers another distribution channel that complements the luxury ecosystem and is experiencing growing relevance and interest. While the growth of luxury brands slows, the second-hand trade in luxury products is booming (Stolz, 2022).

Kessous and Valette-Florence (2019) discovered that second-hand purchases of luxury products are motivated by the desire to own a piece with brand legacy, including nostalgia, eco-conscious issues such as sustainability and ethics, social climbing, and windfall.

Considering consumers who buy new luxury products, it can be observed that they hardly buy any second-hand luxury products. In contrast, second-hand luxury consumers rarely buy new luxury products first-hand (Stolz, 2022). On the one hand, consumers of luxury products are no longer limited to privileged groups with high salaries and social standing, but now include the middle class and young people who are open to trading up (Tu, Hsu and Creativani, 2022).

Methodology

In this study, a qualitative research approach was adopted to understand the factors that trigger individuals' second-hand branded product consumption. This approach is widely used in exploratory field research (Creswell, 2017). Thanks to qualitative research, phenomena can be examined holistically in their own context with in depth investigation. Qualitative research is defined by Yıldırım & Şimşek (2016) as "research in which qualitative data collection methods such as observation, interview and document analysis are used, and a qualitative process is followed to reveal perceptions and events realistically and holistically in their natural environments."

In this study, case study design is used in our research. Case study design is "a qualitative approach in which the researcher collects detailed and in-depth information through multiple information sources about real life, a current limited situation, or multiple classified situations over a certain period, and presents a situation description or situation themes" (Creswell,

2013). In the case study design, it is aimed to examine and describe a limited structure in detail (Merriam, 2009).

Data Collection Techniques

In this study, the sample was created by criterion sampling, one of the purposeful sampling methods. Purposive sampling envisages selecting situations rich in information about the subject of the research to conduct deep and detailed research on the subject. In criterion sampling, which is one of the purposeful sampling methods, the sample is composed of people, events and situations that have characteristics related to the research subject (Büyüköztürk et al., 2012). In the research, the sample selection consists of consumers aged 18-25 who live in Istanbul and actively include second-hand product consumption among their shopping experiences. This age range was preferred with the assumption that their tendency to shop actively would be higher.

Within the scope of the research, 10 people among customers who prefer second-hand products were interviewed between April 1, 2024 and June 2, 2024. Participants are numbered K1-K14 to protect confidentiality. The interviews were held online and recorded with the consent of the participants. As Creswell (2013) stated, participants were informed about the purpose of the research before the interviews, the questions were adhered to throughout the interview, and emphasis was placed on being a good and courteous listener. The interviews lasted an average of 35-45 minutes.

Findings

Table 1 below outlines the demographic profile of the respondents.

Table 1

The Demographic Profile of the Participants

	Age	Sex	Education
P1	21	Female	University
P2	19	Female	University
P3	20	Female	University
P4	19	Female	University
P5	21	Male	University
P6	24	Male	University
P7	22	Female	University
P8	20	Male	University
P9	25	Male	University
P10	23	Male	University

The validity and reliability is the most criticized in qualitative research. In order to guarantee the validity of reliability of the research, the listed steps were performed;

- A depth literature research was performed during the research period.
- All the interviews were recorded with the permission of the participants in order not to have a loss of data.
- A pilot interview was performed in order to test the clearness of the questions of the interview. The results of the pre-interview are shared with an academician in order to confirm the validity of the questions.
- In order to have the internal consistency, minimum 80 percent of the intercoder consensus was obtained.

After reviewing the relevant literature and examining the transcripts of the interviews (Creswell, 2013), themes and code of the content analysis were created. All necessary qualitative analyzes were completed by transferring the data to the Maxqda program. It was tried to reach the results by interpreting the themes in line with the codes they contain and by including quotations from the interview texts in order to support the comments.

Based on the analysis, several key concepts were determined that can be grouped in three main themes, namely, circular economy, second-hand consumption, second-hand luxury consumption. The sub-codes of each theme is discussed in the following sections;

Circular Economy

Generally, all of the participants have an idea about the “circular economy” and most of them use circular economy as a synonym with second-hand consumption. The majority of the participants have awareness related to the circular economy and they have motivations to take actions in favor of the circular economy. The participants' declarations are grouped under the codes “awareness” and “motivations” and actions in the “circular economy” theme.

Awareness

All of the participants have awareness related to the circular economy and they state that the consumption should be reduced in order to protect the resources of the earth. The main awareness related to circular is mainly focusing on the usage of second-hand clothing in a narrow sense. Majority of the participants' declarations related to awareness of the circular economy are from the usage of second-hand fashion. As an example of the declaration of this code, the statements of the participant P3 and P4 are as follows;

P3: “... I actually prefer it because it attracts my attention, both economically and because of the models, and because it makes me think that I am not harming nature by buying more than one instead of just one...”.

P4: “... Circular economy means reducing consumption. Less consumption, better use of resources. When circular economy is mentioned, second-hand use also comes to my mind...”

Motivation

The participants main motivation towards the circular economy is economical and they believe that the majority of the Turkish young generation is focusing on the circular economy because of its affordability. They believe that society is not highly motivated for the circular economy. Related to this code, the participants P3 and P6 expressed their opinion as follow;

P3: “...My motivational reasons are many, but if we go back to the beginning, if we leave aside this education and my academic personality, my purpose here, or rather my reasons, are to

get more affordable prices and to buy more products that appeal to me, as I said here, Circular Economy is actually here. It takes place among students where I live...".

P6: "... So I have no moral concerns. Purely financial concerns...".

Actions

The striking point is although there is awareness and motivations related to circular economy, the participants believe that adequate actions have not been taken yet. They are involved in some actions related to reducing the consumption but most of these actions are individual actions and they believe that these actions are very limited. They have underlined that the awareness is much higher in developed countries such as Canada, UK compared to Turkey. To give examples for the expressions that takes place in this code, P5 and P8 stated as follows;

P5: "... I think that awareness on this issue is higher and more is being done in countries such as Canada and England.."

P8: "... So, I do not take actions specifically focused on the circular economy in my life, but in general, I try to avoid waste in my daily life.."

Second-hand Consumption

Second-hand consumption is more common amongst the young generation compared to other segments of the society and they somehow use second-hand products. The participants are mainly engaged in using second-hand clothing and accessories such as bags, jewelry and books. Main motivations behind second-hand consumption are economic and identity construction. The participants' declarations are grouped under codes "usage", "product lines", "channels of usage", "reasons of usage" and "barriers for usage" under this theme.

Usage

All the participants are engaged in the usage of second-hand consumption oftenly and they think that it is very common amongst the young generation in Turkey. They also added that the usage of second-hand consumption has been increasing in Turkey during the last decade. In order to give examples for this code, participants P and P said;

P1: "... I buy second-hand clothes very often...".

P2: "... I generally use second-hand products...".

Product Lines

Clothing and books are the product lines that come to mind of the participants when they are asked about the products that they use second-hand. Although participants are generally buying second-hand clothing, there is a consensus that there are problems with hygiene in second-hand shoes and that they should not be used. The participants P2 and P3 contributed to this code as follows:

P2: "... I generally use second-hand clothes but not shoes...".

P3: "... As I said, it can be a t-shirt or a skirt. That kind of outerwear, jewelry... I prefer those kinds of things. I definitely do not buy second-hand shoes due to hygiene concerns...".

Channels of Usage

The participants were asked whether they use online channels or offline channels for second-hand shopping. The participants are shopping mainly from online channels, mainly market places "Dolap" and "Sahibinden" in Turkey. The participants complain that there are not many offline stores for second-hand shopping and there is no "charity shop" concept like in the

United Kingdom and Europe. For instance; participants P4 and P7's statements about this code is as follows:

P4: *"...I usually buy online. I usually use "Dolap" or "Sahibinden" applications. So it's easy..."*.

P7: *"There are a few shops in Kadıköy but mainly I am shopping online..."*.

Reasons of Usage

When the participants asked about the reasons for shopping second-hand, purchasing power is the main reason and it is followed by ethical reasons very weakly. The participants clearly stated that they have no motivation to protect the environment when they are shopping second-hand. Some statements about this code from the participants P9 and P10 are as follows;

P9: *"...In order to obtain more affordable prices due to economic conditions, I prefer purchasing second-hand products when I cannot afford to buy new ones..."*.

P10: *"...The second-hand product is more affordable compared to the second-hand product..."*.

Barriers for Usage

The participants stated that hygiene and accessibility are the two main barriers for second-hand shopping. Related to second-hand clothing shopping, participants do not feel comfortable related to hygiene but they try to overcome this discomfort by washing or dry cleaning the products. Sample statements about this code from P1 and P2 are as follows;

P1: *"...The hygienic aspect of second-hand clothing shopping, I don't think it is very hygienic as it is, but we wash it..."*.

P2: *"...Hygiene is the main barrier that stops me buying second-hand clothing..."*.

Second-Hand Brand Consumption

The participants are engaged in second-hand brand consumption and they prefer second-hand products when they cannot afford to buy the new ones. The participants mentioned that it is very common among young people in Turkey to try to get the opportunity to use the same brand by buying a second hand one when it is not enough to buy a new one. The theme of second-hand luxury brand consumption is analyzed under the codes; "usage", "reasons for usage" and "product lines".

Usage

The participants are interested in purchasing second-hand branded products and they are more interested in purchasing branded second-hand products rather than the others. As an example of our participants expressions, participants P5 and P7 stated:

P5: *"...When I buy second hand, I prefer branded products. When it is unbranded, I leave it immediately..."*.

P7: *"... If I have a chance of buying a branded product, I will prefer to buy that one..."*.

Reasons for Usage

The main reasons for using a branded second-hand product is mainly desire for a specific brand and long-lasting quality of that brand. Unfortunately, the participants have no concerns about protecting the environment and extending the lifespan of their products. To show how this code is declared, the statements of participants P2 and P4 are given below:

P2: *"...I love branded products. I really like to wear branded products. I prefer second hand brands that I cannot afford to buy from them..."*.

P4: "...I prefer to use branded bags. It seems to me to be a sign of status and I prefer second-hand brands that I cannot afford..."

Product Lines

The main product lines that participants use as branded second-hand product lines are sportswear brands, bags, watches, clothing and cars. The participants are interested in branded sports shoes but hygiene concern stops them from purchasing those products. As an example for this code, the participants P2 and P7 declarations are as follows;

P2: "... sportswear, watches..."

P7: "... I buy second-hand cars, I do not feel discomfort related to hygiene when driving second-hand cars..."

In order to understand which codes of the research coexist together, code relations analysis is performed in the Maxqda qualitative analysis tool. From the code relation analysis performed in Maxqda; notable connections between the below stated codes are found; there are two solid strong relations between the codes in the research.

First one is the strong relation or coexistence between the codes "circular economy_awareness" and second-hand consumption_reason of usage". Majority of the participants stated that their awareness related to the circular economy has led them to use second-hand products. Although they believe that their efforts are very limited and the second-hand product trade is just for commercial purposes rather than serving the circular economy, the participants believe that their second-hand product usage is a part of the circular economy. However, it should be noted that their main motivation for buying second-hand products is economical and if they have to pay more for circular economy they will not be purchasing those products.

The other strong relation is between the code "second-hand brand consumption_product lines" and the code "second-hand brand consumption_reasons for usage". The reasons why participants use second branded products seriously affect the product groups used. The participants obviously mentioned the main reason for the purchase of the second-hand branded products obtaining status and long-lasting quality of the product which is directly linked to the circular economy. It is a crucial point that second-hand branded product users are not interested in unbranded products although they are much cheaper than the branded ones.

There is a weaker relation between the codes "second-hand consumption_reasons of usage" and "second-hand brand consumption_reasons of usage". This relation is the only relation between the themes sub-codes and it clearly shows that the motivations that make participants engage in second-hand products and second-hand branded products have relation and similarity. Purchasing power is the main underlying reason for both consumption types as stated by the participants. The below Figure 1 shows the relation of the codes.

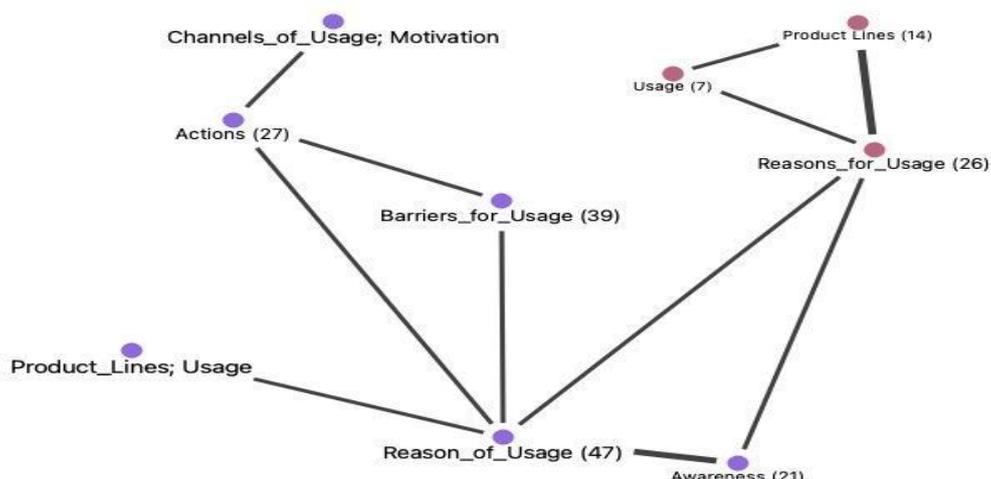


Figure 1: Code Relation Map

As a conclusion, second-hand brand shopping is popular amongst the Turkish young generation as they allow access to the branded products. If they do not buy the second-hand of those branded products, they cannot afford to buy those brands. They are interested in using those brands as they see them as a status symbol. In reality, the young generation is not intending to be involved in the circular economy but, due to the importance they give to durability, they have a contribution to the circular economy.

Discussion

Recent research revealed that second-hand consumption is closely related to growing awareness regarding sustainability (Borusiak et al., 2020; Machado et al., 2019). Customers who are sensitive about sustainability are generally hesitant about making unnecessary expenses and try to get the most benefit by using the least resources. This increases the tendency for second-hand shopping and causes the emergence of a new market.

As to van Langen et al., (2021). Awareness regarding sustainability leads to greater emphasis on circular economy which also triggers second-hand consumption. In our study, this assumption is empirically confirmed in Turkish context which was previously confirmed in several previous studies in different contexts (Machado et al., 2019; Merckx, 2021; Virgens, Silva and Laranjeira, 2023).

In this study one of the most important phenomena that was investigated in detail was luxury consumption tendencies in second-hand market. As to Borges (2023), luxury consumers' ego and self-expression are reinforced by their pursuit of status and display of power. In this study, the assumption that people use luxury consumption as a tool in building their social identities was tested, and clues to this were observed in the interviews. While designing the study, it was tried to determine whether middle and lower income consumers, who cannot buy unused luxury consumer products, will use second-hand branded products. Our findings are similar with previous studies that revealed that increase in the number of online thrift shops and social media communities, selling second-hand luxury products, reinforces second-hand

luxury product consumption trend. (Machado et al., 2019). We noticed that people buy second-hand luxury products mostly from online websites or social media platforms.

Furthermore, we found that young people in Turkey who want to buy luxury goods but are unable to do so because of the economic recession and exorbitant pricing benefit from the consumption of second-hand luxury goods. This tendency was also witnessed in previous studies in different contexts such as USA (Lou et al., 2022), England (Battle, Ryding and Henninger, 2018) and China (Yan, Li, Zhang and Mu, 2024). Our study is novel in the point that it is the first study, revealing recently emerged preferences of second-hand luxury-product consumers which is a result of growing awareness regarding circular economy and negative economic conditions in the aftermath of economic crises occurred after the pandemic.

Conclusion

This study provides valuable insights into the increasing trend of second-hand luxury consumption in Turkey, particularly among the younger generation. The findings reveal that while awareness of the circular economy is growing, the primary motivations for second-hand consumption are economic rather than environmental. Participants demonstrated awareness of the benefits of reducing consumption and extending product lifespans but admitted that actions taken toward these goals remain limited and often individualistic. Luxury consumers in Turkey turn to second-hand products to access prestigious brands at more affordable prices, which they associate with status and durability. This trend parallels findings from other contexts, such as the USA, England, and China, underscoring a global pattern of luxury consumption as a tool for self-expression and social identity.

Furthermore, the growing presence of online and social media channels for second-hand shopping has reinforced this behavior, making branded products more accessible to middle- and lower-income groups. Despite limited motivation to contribute directly to the circular economy, the emphasis on durability and resource optimization indirectly supports sustainable practices. These findings contribute to understanding the intersection of economic challenges, consumer behavior, and sustainability, providing a foundation for further studies on second-hand luxury markets and circular economy practices in emerging economies.

Theoretical and Contextual Contribution

This research makes a substantial theoretical contribution by integrating the principles of social identity theory and perceived value theory into the analysis of second-hand luxury consumption within the framework of circular economy governance. It advances the understanding of how materialistic motivations, societal norms, and perceived sacrifices and benefits collectively influence consumer behavior in the luxury segment. By demonstrating that second-hand luxury goods serve as governance-driven tools for identity construction, this study enriches the existing body of knowledge by connecting luxury consumption with sustainability and resource optimization. Additionally, it challenges the traditional association of luxury consumption with exclusivity and indulgence by highlighting its role in fostering circular economy principles through extended product life cycles and reduced waste.

From a contextual perspective, the study sheds light on the growing relevance of second-hand luxury consumption in Turkey, particularly among younger demographics. It underscores how

economic pressures, amplified by post-pandemic challenges, have accelerated the shift toward affordable access to luxury goods through second-hand channels. While the primary motivation remains economic, the findings reveal an inadvertent alignment with sustainability goals, illustrating the potential for circular economy governance to reshape consumption patterns even in resource-constrained settings. By focusing on Turkey—a context with limited prior empirical work—this study bridges a significant gap in the literature, offering locally relevant and globally significant insights for emerging economies navigating the intersection of luxury consumption, sustainability, and economic resilience.

Limitations and Further Research

This study is an important empirical study in terms of explaining the triggers behind the second-hand luxury consumption trend and explaining how individuals perceive the second-hand luxury consumption trend. This study is the first and most original study to investigate second-hand luxury consumption trends among Turkish users with an exploratory design. The fact that the study was conducted primarily on Turkish consumers and that consumers under the age of 45 generally chose to participate, even though we maintained the broad age range, diminishes the sample's representative power. Future studies can include field research with more participants and comparisons to other cultures.

Managerial Implications

This study gave a detailed idea about the general trends of second-hand luxury consumption customers in the context of Türkiye. Thanks to this study, the importance of second-hand sales, especially for private e-commerce sites, has been determined and realized that luxury consumer goods are an important market in second-hand product sales. The study is also meaningful in showing interest in sustainability of second-hand luxury consumption. Many participants prefer second-hand luxury products due to their sensitivity about sustainability. But this does not change the fact that luxury consumption is still a tool for identity construction for many participants. Therefore, the meaningfulness of manufacturers' brand loyalty and luxury segment product categories development strategies remain valid.

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