M-Commerce with Luxury Fashion Goods in Pre-Owned Markets

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Introduction. A secondhand luxury goods market offers pre-owned high-end products from prestigious brands, including fashion accessories, clothing, handbags, watches, footwear, and jewelry, through various platforms (e.g., The RealReal, ThredUp). The pre-owned market was valued at US$34.39 billion in 2023 and is projected to reach approximately US$60.55 billion by 2029 (Globe Newswire, 2025). Such a market has grown significantly in recent years, driven by changing consumer preferences among young individuals (millennials & Gen Z), increased awareness of sustainable shopping practices, and rising demand (Globe Newswire, 2025). Furthermore, strategic partnerships between online resale platforms and luxury brands have played a key role in improving the image of secondhand products, driving increased demand for pre-owned luxury goods (Research and Markets, 2024).

The consumption patterns of younger consumers, such as their use of mobile devices, have significantly impacted the global luxury market, driving shifts in traditional shopping behaviors (Research and Markets, 2024). These changes are fueled by growing social media usage and advancements in digitalization. The convenience of online platforms, which offer a wide selection of secondhand luxury goods, also plays a key role. Additionally, increasing consumer reliance on technology and the rise of peer-to-peer fashion resale platforms have transformed shopping behaviors. Furthermore, increased awareness of sustainable shopping and the growing popularity of thrifting have contributed to the rise in demand (Global Data, 2023). As a result, mobile commerce (M-commerce) is significantly boosting the demand for pre-owned luxury items, particularly among younger consumers (Wasiq et al., 2022). M-commerce is projected to reach US$710 billion in the United States by 2025 (West, 2023). Despite this growth, a gap remains in understanding how luxury brands influence resale intentions in the pre-owned market. Therefore, the study aimed to explore how luxury brands influence consumer resale intentions in the secondhand luxury goods market through M-Commerce.

Conceptual Framework. This study designed a theoretical conceptual framework to integrate the belief model (Rosenstock, 1974) and commitment-trust theory (CTT, Morgan & Hunt, 1994). This model enables the identification of potential psychological factors associated with shopping technology (Pang et al., 2019). CTT emphasizes the

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importance of a trust factor in successful business marketing (Morgan & Hunt, 1994). There are a few research gaps. The first gap is that while existing research has examined the motivations behind purchase intentions toward luxury products (Tangri & Yu, 2023) and customer values (Liu et al., 2023), little research has investigated how to engage luxury goods consumers in the pre-owned market with a potential purchasing opportunity through social media (Husain et al., 2022). The second gap is the lack of studies within M-commerce that focus on exploring the influence of social media marketing on the purchase of secondhand luxury brands (Husain et al., 2022). Lastly, although the pre-owned market still needs to address negative perceptions (such as counterfeits and low quality), few studies have explored how to enhance customer trust and engagement in secondhand luxury brand platforms through immersive technologies, including virtual try-ons and 3D views. Based on the proposed theoretical conceptual framework in this study, five hypotheses were developed (Figure 1).

Methods. In this study, participants aged 18 and over with experience in the purchase of secondhand luxury brands in pre-owned markets were recruited via Amazon Mechanical Turk (a crowdsourcing marketplace). The final sample consisted of 217 valid responses, with a slightly female demographic composition (n = 129) and predominantly Caucasian (n = 169). The survey questionnaire consisted of three sections: (a) demographic questions, (b) open-ended questions, and (c) measurements included secondhand luxury brand value perception (Yu & Zheng, 2022; six items), social media marketing (Kim & Ko, 2010; four items), consumer engagement (Yu & Zheng, 2022; four items), trust (Zhao & Bacao, 2021; four items), attitude (Chatzisarantis et al., 2009; four items), behavior intention (Ma, 2021; four items), all measured using a seven-point Likert scale. A partial least squares structural equation modeling approach was employed to evaluate the model and test the hypotheses using SmartPLS 4.1.0.8 software.

Results. The results revealed several significant relationships among the constructs. Secondhand luxury brand value perception demonstrated a significant positive influence on social media marketing (β = 0.705, p < 0.05), trust (β = 0.327, p < 0.05), and consumer engagement (β = .647, p < .05), supporting hypotheses H1a, H1b, and H1c, respectively. Social media marketing had a significant impact on trust (H2a: β = 0.271, p < .05); however, it did not have a significant impact on attitude (H2b: β = -0.029). Consumer engagement positively influenced trust (H3a: β = 0.279, p < 0.05), did not significantly affect attitude (H3b: β = 0.210). Trust exhibited a significant positive effect on attitude (H4: β = 0.572, p < 0.05), and attitude, in turn, strongly influenced purchase intentions (H5: β = 0.647, p < 0.05). All dimensions of luxury brand value (i.e., financial value and social value) were significantly predictive of the second-order latent variable (secondhand luxury brand value perception). Financial value (0.519) and social value (0.599) were strongly and significantly predictive of the secondhand luxury brand value perception. The models explained 41.9% of consumer engagement, 59.3% of trust, 50.0% of attitudes, and 48.3% of purchase intentions. Additionally, trust showed significant mediating effects on the relationship between luxury brand value and

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purchase intentions through consumer engagement (β = 0.072, p < 0.05, CI = 0.019; 0.147) and through social media marketing (β = 0.076, p < 0.05, CI = 0.020; 0.154).

Conclusion/Implications. The findings of this study emphasize the importance of secondhand luxury brand value perception, social media marketing, and consumer engagement in enhancing consumer trust, attitudes, and purchase intentions within pre-owned markets through M-commerce. Trust is foundational in these markets, ensuring product authenticity, strengthening sellers' reputations, promoting transparency, and fostering long-term, mutually beneficial relationships between buyers and sellers. This study provided valuable insights for entrepreneurs and M-commerce retailers/marketers by highlighting critical aspects of social media marketing, consumer engagement, and brand value perception as effective strategies for the pre-owned market. Additionally, the conceptual framework proved to be a valuable resource for researchers and businesses in the pre-owned luxury goods industry, with applications in both academic research and practical implementation, particularly in optimizing mobile commerce strategies.

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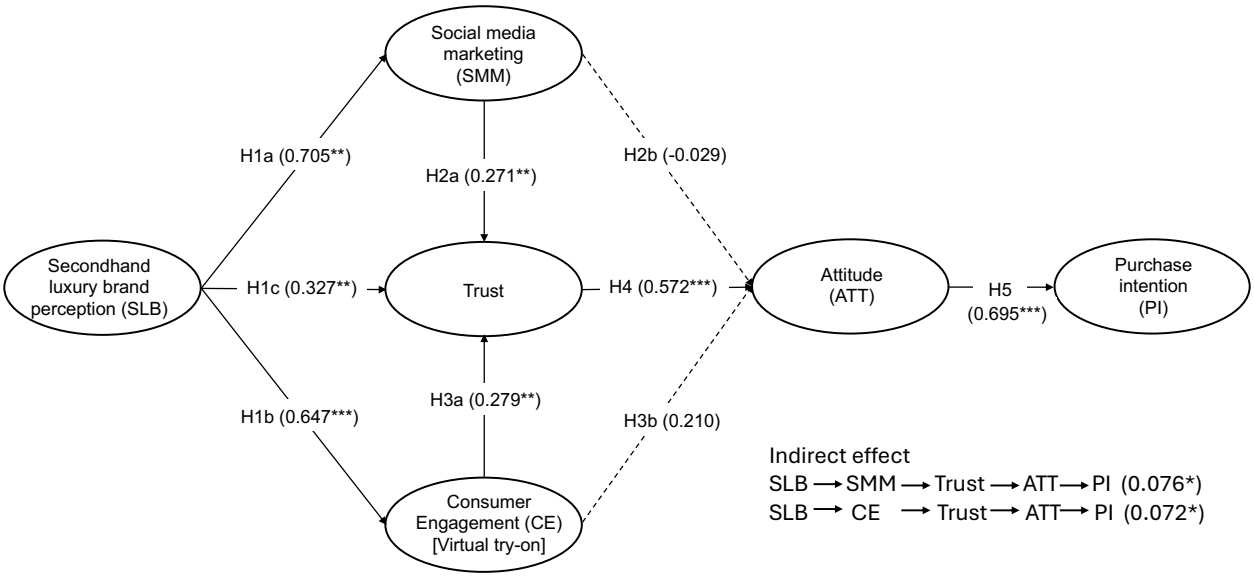

Figure 1. Hypothesis testing for the paths in the proposed conceptual framework.

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