LUND UNIVERSITY
School of Economics and Management

Bona Fide Indulgence:

Self-Authenticity in Second-Hand Luxury Consumption and the Effects of Frugality and Status Seeking through Luxury Deservingness.

by

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May 2021

Master's Programme in International Marketing and

Brand Management

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Abstract

Title: Bona Fide Indulgence:
Self-Authenticity in second-hand luxury consumption and the effects of frugality and status consumption through luxury deservingness.

Seminar Date: 4th June 2021

Course: BUSN39 Degree Project in Global Marketing

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Keywords: Luxury fashion, Second-hand luxury, First-hand luxury, Frugality, Status consumption, Self-authenticity

Abstract: Previous research has shown self-authenticity to be an important aspect of the consumer experience, especially in luxury consumption. However, previous research has been inconclusive regarding how consumer personality traits interact with self-authenticity in a second-hand luxury consumption context. Furthermore, these personality traits were also researched when the consumer felt more deserving in their consumption. A questionnaire was conducted through the researchers' social networks and found 135 respondents. SmartPLS' PLS-SEM model was then used in combination with a mediation analysis and a moderation analysis of the direct effect. This analysis found that status-seeking consumers felt more authentic in their luxury consumption. Furthermore, a higher level of luxury deservingness was found to increase the positive self-authenticity of consumers that identified with higher levels of status-seeking behavior or frugality. Second-hand consumers that were more frugal felt less authentic in their consumption behavior. This gives practical insights, as managers could take these personality traits into account when they want to increase self-authenticity, but further research should be done to better understand this.

Acknowledgments

We would like to thank our supervisor Javier Cenamor for the motivation through these tough times and the expert encouragement and insights during our several meetings and correspondence. Furthermore, we would like to thank our professors, such as Burak Tunca for his insights regarding research strategy and Sofia Ulver for her inspirations for consumer behavior research. Lastly, we would like to thank our family, friends, and classmates for their unconditional support and encouragement through this whole process.

Lund, Sweden

May, 28th 2021

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1 - Introduction

1.1 Background

If you imagine yourself walking down a city street in a pair of luxurious and expensive Gucci sneakers, how would that make you feel? Would it change how you see yourself? Do you feel more successful or wealthy? Would your feelings change if the shoes were second-hand? As humans we appear to be programmed to not only judge others by the way they consume luxury goods, but we also seem to judge ourselves based on our own subjective experiences.

The luxury segment has consistently been a significant part of the global fashion industry in terms of revenue for many decades, and is expected to keep growing by 4.77% annually until 2025 (Statista, 2021a). More than many other industries, the values and benefits of luxury products are often attributed to its symbolic values. Namely, it is argued that consumers choose luxury over any other type of products, because they want to signal that these symbolic, experiential values are important to them and that they possess the wealth and societal status to be able to afford it (Corneo & Jeanne, 1997).

The consumption of luxury goods has traditionally been associated with the pursuit of self-authenticity as consumers seek to consume experiences that align with their personal goals (Beverland & Farrelly, 2010; Corneo & Jeanne, 1997). Recent research on this topic by Goor, Ordebayeva, Keinan and Crener (2019) has found a conflict in this consumption context, finding that luxury consumption, as opposed to non-luxury consumption, can infer feelings of lacking self-authenticity in some consumers. Succeeding the purchase of a luxury item, some consumers had a feeling of 'impostor syndrome', and as such, they felt like the status and wealth that the items were signaling were not authentic to their own self-image (Goor et al. 2019). This is especially interesting as this perceived feeling of self-inauthenticity was not predicated upon the consumer's financial status, which could be considered a logical assumption considering the status and wealth signaling properties inherent to luxury goods, and the lifestyle it entails (Corneo & Jeanne, 1997).

Eastman, Goldsmith and Flynn, (1999) suggests that people consume to feel authentic. However, research such as the one done by Goor et al. (2019) found that this is not always the case, as consumers would sometimes experience a lack of deservingness which resulted in negative

feelings of self-authenticity. If only a little bit, this research shows how complex a social personality construct such as self-authenticity can be.

The quest for status through the consumption of conspicuous goods has long been a subject of interest for researchers within the field of consumer behavior, ever since Veblen's first inquiry on the subject in 1899 (Veblen, 1899). This is not surprising however, considering that the pursuit of status is deemed to be a universal human trait across different cultures and time periods (Eastman, Fredenberger, Campbell & Calvert, 1997; Balabanis & Stathopoulou, 2021). Consumers that elicit a greater motivation by the pursuit of status have been associated with several consumption behaviors, such as lower cost-consciousness and a bigger propensity to purchase more expensive products (O'Cass & Siahtiri, 2014; Balabanis & Stathopoulou, 2021). As such, status consumption is seen as a result of status-seeking tendencies and behaviors.

In contrast with status consumption, some consumers are found to be more cost-conscious and to have a different perception of the price-per-quality ratio. Research has dubbed these consumers to identify with the personality trait frugality (Lastovicka, Bettencourt, Shaw Hughner & Kuntze, 1999). As opposed to status consumption, these consumers will often steer away from indulgence in their consumption behavior, instead opting for the more economic option. Furthermore, a significant amount of research has been conducted regarding perceived feelings of frugality, and its impact on second-hand consumer behavior (Cervellon, Carey & Harms, 2012; Lastovicka et al. 1999). However, within the relationship of second-hand luxury consumption and perceived feelings of self-authenticity, the concept of frugality and its interactions should be explored in a more relevant context.

Cavanaugh (2014) found that brands should try to communicate a feeling of deservingness in their consumer, as this could deepen and improve the consumer attitudes and behaviors towards this brand. It was found that consumers that experienced higher levels of deservingness are more likely to indulge in products at a higher price point. Continuing, Goor et al. (2019) found that these feelings of undeservingness in luxury consumption resulted in consumers feeling less authentic to themselves.

The second-hand market has been growing exponentially over the last year and this trend shows no signs of slowing down (Bianchi, Flicker, Krueger, Ricci, Schuler, Seara & Willersdorf, 2020). Specifically, the value of the worldwide market of second-hand luxury goods has increased more than 60% from the year 2015 to 2020 (Statista, 2021b). Spurring on this increase might also be the prices of first-hand luxury, with many luxury brands, such as Louis Vuitton, Chanel, and Gucci increasing the prices of their products throughout the years (Biondi, 2020). More price-conscious consumers may therefore look towards the second-hand market for more accessible luxury. That, coupled with the widespread availability and ease-of-use of second-hand purchasing platforms, has created a more accessible luxury market, albeit without the luxury retail experience.

The general assumption in second-hand consumer behavior research is that the foremost reason to shop second-hand is economic and sustainability (Cervellon, Carey & Harms, 2012; Ek Styven and Mariani, 2020). As such, most of the buyers of second-hand luxury products find themselves looking for the items they want at a lower price point than the first-hand shopping experience could offer (Aurélie Kessous & Valette-Florence, 2020). It is no surprise then, that Cervellon, Carey and Harms (2012) found that second-hand fashion consumption is often motivativated by frugality, the personality trait of cost-consciousness.

1.2 Problematization
As the luxury industry continues to grow, it is highly relevant to continue to further examine the effects that luxury consumption has on consumers in the context of consumer behavior. Previous research has explored the antecedents of luxury consumption, finding an array of values and motivations connected to status consumption. However, there seems to be a lack of research done on consumer's experiences after the consumption of luxury has occurred. Specifically, the concept of authenticity that consumers experience in luxury consumption is one facet within this field that appears understudied.

The current research on authenticity works under the assumption that consumers consume certain products in order to feel authentic in line with their personal goals (Beverland & Farrelly, 2010). This is largely attributed to the consumers' need to construct and signal their identity through consumption (Elliot & Wattanasuwan, 1998). However, research has indicated that this quest for

authenticity can be complicated, as consumers may have a difficult time identifying what is real or fake to them (Arnould & Price, 2000). Goor et al.'s (2019) research on self-authenticity suggests that a conflict can occur in the consumption of luxury goods and the consumer's quest for authenticity, with some consumers experiencing a feeling of 'imposter syndrome' due to feelings of undeservingness.

However, this research does not take into account how different consumption context and personality traits affect the perceived feelings of self-authenticity. The existing literature suggests that the most important motivators for purchasing luxury goods are the status and wealth signaling properties that they bestow upon the consumer. Research on status consumption has found that consumers with a higher level of status seeking tendencies are less price sensitive (O'Cass & Siahtiri, 2014; Balabanis & Stathopoulou, 2021), which could have a direct effect on consumers' perceived deservingness and subsequently, self-authenticity. Moreover, as consumers with higher status seeking tendencies are motivated by status in their construction of social identity, they may feel more authentic consuming luxury goods. Hence, we perceive that there is a need for greater understanding of how personality traits like status seeking may affect self-authenticity in luxury consumption.

The concept of deservingness have been previously studied in regard to consumers propencency to indulge in higher priced goods (Cavanaugh 2014), as well as in feelings of self-inauthenticity in the consumption of luxury goods. However there appears to be a gap in the literature when it comes to how consumers perceived feelings of undeservingness could be affected by certain personality traits. As previous research has highlighted the positive mediating role of deservingness in luxury consumption on perceived self-authenticity (Goor et al. 2019), it is of great interest to further examine this concept in different contexts.

Furthermore, the value of the global second-hand luxury market has grown even more, partly due to the increasing interest in sustainability (Roberts-Islam, 2019). However, researchers have found that the lower prices that second-hand luxury offers are a stronger motivation for consumers in contrast to first-hand luxury (Aurélie Kessous & Valette-Florence, 2020; Cervellon, Carey & Harms (2012). As luxury brands have increased their prices the last couple

of years (Biondi, 2020), and the increased availability of second-hand purchasing platforms (Ek Styven & Mariani, 2020), more cost-conscious consumers seem to look towards the second-h

and market for more accessible luxury. This cost-consciousness is conceptualized as the personality trait of frugality (Cervellon et al., 2012; Lastovicka et al., 1999).

In the context of self-authenticity in luxury consumption, second-hand luxury, and frugality as a personality trait have yet to be explored. As second-hand luxury presents more accessible options for more frugal consumers, we propose that this may have a positive effect on luxury deservingness. As such, it is of great interest to further explore frugality in the context of self-authenticity in luxury consumption.

1.3 Research Purpose

The purpose of this study is to examine how second-hand luxury goods (vs. first-hand luxury goods) affect consumers' perceived feelings of self-authenticity through luxury deservingness. Moreover, the study aims to build on the current state of the consumer behavior literature and explore the effects of status seeking tendencies and frugality on this relationship. In line with this purpose, the following two research questions have been formulated:

RQ1: *How does the personality trait of status seeking affect self-authenticity through luxury deservingness in luxury consumption and how is this direct effect of status-seeking on self-authenticity when the ratio of second-hand consumption is higher?*
RQ2: *How does the personality trait of frugality affect self-authenticity through luxury deservingness in luxury consumption and how is this direct effect of status-seeking on self-authenticity when the ratio of second-hand consumption is higher?*

1.4 Intended Contribution

This study aims to contribute to the current state of the consumer behavior literature as well as to provide practical implications for brand managers, marketers as well as other relevant stakeholders within the first-hand luxury and the second-hand luxury industry. We intend to build upon the previous research done on the concept of self-authenticity in luxury consumption.

To our knowledge, previous research has yet to examine how these attributes can affect self-authenticity through luxury deservingness. Hence, we seek to contribute to the literature by exploring the possible effects of the personality traits of status seeking and frugality on this phenomenon. In congruence with this, we also hope to contribute with a greater understanding of how second-hand consumption may affect this relationship. Something previous research has yet to explore. We aim to contribute to brand managers and marketers by giving valuable insights on how consumers with these two personality traits may be affected by the consumption of second-hand luxury and first-hand luxury goods in terms of feelings of self-inauthenticity.

1.5 Thesis outline

Part 1: Introduction
The first part will begin with an introduction to the domain of luxury consumption and the background of the research streams that currently exist on the subjects of status consumption, authenticity, second-hand consumption and frugality. A problematization of the current state of research will then be presented followed by the intended contributions, research question and finally the outline of the thesis.

Part 2: Theoretical Background
The second part will review and outline the theory used in this study, namely: authenticity, status consumption, frugality and second-hand consumption. After each individual theory the proposed hypotheses pertaining to that individual subsection will be presented. Lastly, the theoretical background will be concluded and the conceptual framework will be presented.

Part 3: Methodology
In the third part the methodology of this study will be presented. The section will begin with the author's philosophy of research followed by research design, questionnaire design, operationalization of the research variables, measuring and scaling and data analysis. The study's quality criteria containing reliability and validity will then be discussed from a critical perspective.

Part 4: Results

In the fourth part the results will be presented including SEM-PLS, confirmatory factor analysis, reliability and validity, as well descriptive statistics. Lastly the hypothesis results will be presented.

Part 5: Discussion

In the fifth part the results will be discussed in relation to the theoretical background. The specific hypotheses that have been accepted or rejected will also be compared to previous results presented in the literature.

Part 6: Conclusion

In the sixth part we will conclude the study returning to the research aims and objectives as well discussing the practical implications and future research. This last and final part will then be concluded with a chapter summary.

2 - Theoretical Background

2.1 Luxury consumption

2.1.1 What is luxury?

The conceptualization of what constitutes a luxury brand or a luxury product is a concept most people would claim to grasp and fully understand. The difference between a mass market, and a luxury brand seems clear, making categorization and use easy in most everyday scenarios. However, the definition of what constitutes a 'luxury brand' remains somewhat vague within the field of luxury consumption. Kapferer (1997) implies that this vagueness is partly explained by the inherent subjectivity of what is considered luxurious in public opinion. Consequently, what is considered a luxury brand for one group of the population might be considered a mass market brand by another. Associations with the word luxury range from words such as upscale, quality, good taste, and class, to more negative associations such as flashiness and bad taste (Dubois & Laurent, 1994).

From an economic perspective, luxury objects are simply defined by their high position in terms of quality versus price on the market, with quality being defined as the products "tangible functions" (Kapferer, 1997, s. 252). Global management consulting firm McKinsey & Company builds upon this concept, defining luxury brands as those who "have constantly been able to justify a high price, ie significantly higher than the price of products with comparable tangible functions" (McKinsey, 1990; cited in Kapferer, 1997). In the field of consumer behavior the relationship between price and tangible functions is still prevalent when defining luxury. Dubois and Duquesne (1991) describe luxury goods as expensive in both relative and absolute terms, with products categorized as more luxurious when they exhibit no clear functional benefits over non-luxury alternatives. Where functional goods offer utility, luxury goods enable consumers to satisfy psychological needs that distinguish them from non-luxury goods, ie. the signalling of status and wealth (Wiedmann, Hennigs, & Siebels, 2009).

2.2.2 Values and motivations

Within the field of consumer behavior, the consumption of luxury goods has been linked to several values espoused to the psychological needs that they satisfy. Three frameworks that map out the perceptions of luxury consumptions have been developed as researchers have set out to measure the underlying values and motivations of luxury consumption: Vigneron and Johnson (1999), Kapferer (1998), and Dubois, Laurent and Czellar (2001). Although these frameworks share several dimensions, Vigneron and Johnson's *Conceptual Framework of Prestige-seeking Consumer Behavior* has been found most complete, covering the largest number of relevant dimensions (De Barnier, Falcy, & Valette-Florence, 2012). Vigneron and Johnson's (1999) framework presents five core values with associated motivations that drive them. These values and motivations "constitute two related, but distinct facets of the consumer-brand relationship: values are brand-oriented since they focus on luxury brand attributes, whereas motives are consumer-oriented since they concern drivers that lead consumers to favor certain values" (De Barnier, Falcy, & Valette-Florence, 2012, pp. 103).

Many of the values ascribed to luxury by this framework are relevant to luxury consumption research as a whole. However, this research chooses to focus on the perceived conspicuous, social value, and quality value of luxury goods. Conspicuous value is defined as the positive associations of prestige that come with a product of high price. It is associated with a Veblenian motivation, referring to Veblen's (1899) definition of conspicuous consumption. This motivation thus entails that consumers place a big importance in the price of a product as a signifier of prestige. Furthermore, perceived social value is characterized by a great importance put on the social value of purchasing a prestige brand. Lastly, perceived quality value is derived from the consumers' own subjective perception of the product's quality and technical performance. In luxury, products and brands of higher prices are expected to have a certain level of quality, which in turn heightens its prestige (Vigneron & Johnson, 1999).

2.2 Self-authenticity

2.2.1 What is self-authenticity

Erickson (1995, pp. 131), defines the authentic self as "the extent to which one fulfills the expectations or commitments one has for self." In short, self-authenticity is relative to whatever someone perceives to be true to their own values. Consequently, what is perceived as authentic is subjective, and differs per consumer. In their research, Beverland and Farrelly (2010) state that "consumers actively seek authenticity to find meaning in their lives, and in line with associated personal goals".

Grayson and Martinec (2004) expand on self-authenticity even more, and divide the consumer's perception of authenticity into iconical authenticity and indexical authenticity. Their research regarding indexical authenticity states that "to view something as an index, the perceiver must believe that it actually has the factual and spatio-temporal link that is claimed." Iconical authenticity is then described as "an assessment of similarity" to a phenomenon. In short, an item's authenticity is perceived differently for every person that perceives it along with their perception of a link to an existing phenomenon, and how similar it is to that phenomenon (Grayson & Martinec, 2004). However, Arnould and Price (1993, pp. 42) offer that " people may be unable or unwilling to articulate the meanings they really seek from many service encounters".

2.2.2 Importance of self-authenticity

Within the managerial context, the importance of a consumer's self-authenticity is explicitly related to their perceptions and cues. Consumers seek self-authenticity through different types of consumption experiences that align with their personal goals, and what they perceive to be real, true or genuine (Beverland & Farrelly, 2010). Elliot and Wattanasuwan (1998) find that in the current age, consumers use the items that they consume to construct and signal a social identity. As such, consumers seek to consume items that feel authentic to them, as to signal the desired values to their peers. Expanding on this, Leigh, Peters and Shelton (2006) proposes that authenticity in a consumption context is divided into two parts. Firstly, this research finds that there is authenticity based on product symbolism, and secondly authenticity based on the consumer's self-efficacy. "Thus, authenticity appears to be based on a personal investment that is

tied to one's identity and communicated to others" (Leigh, Peters & Shelton, 2006, pp. 491). This is further expanded upon in the sense that this personal investment is not only product-based, but also in the extent to which a person feels a sense of personal investment in the subculture of the specific consumption context (Leigh, Peters & Shelton, 2006). For instance, restoring a vintage Louis Vuitton bag may feel more authentic to someone who is also personally invested in the vintage fashion subculture compared to someone who is not. Within the academic context, different applications and contexts of self-authenticity should be examined, as, much like authenticity as a whole, it is subject to the individual consumer's perception.

2.1.3 Current research

Current research regarding self-authenticity mainly focuses on consumption as a whole, instead of looking at self-authenticity in various consumption contexts. Arnould and Price (2000) found that drivers of self-authenticating behaviour can be divided into authentic acts and authoritative performances. According to this research, consumers use this to attain a sense of community, tradition, and self. Furthermore, Arnould and Price (2000) state that consumers may have trouble differentiating between what is considered "real" and what is considered "fake". Beverland and Farrelly (2010) explored this further and sought to explain the consumer quest for authenticity and its role in consumer motivations and found that, although it may be difficult, consumers have the ability to adapt to difficult situations to find authenticity. This would suggest that consumers possess the ability to find what they personally deem as real, and stay away from that which they perceive as fake. Napoli, Dickinson, Beverland and Farrelly (2014) expand upon this consumer-based perspective of authenticity, namely in brands. Their research found that consumers not only distinguish between what is perceived as authentic, but they also utilise these authentic brands to create and extend their authentic self. This further suggests that consumers not only utilise consumption as an expression of the self, but that they use different brands and consumption methods to do so. Napoli et al. (2014) further state that consumers are willing to embrace more alternative patterns of consumption. However, although this research suggests this striving for alternative patterns of consumption, it does not make clear in which ways this will be.

Furthermore, the way brands and consumers affect the self is another important part of the research regarding self-authenticity. In the research done by Davis, Sheriff and Owen (2019), the approach that brands affect self-authenticity is highlighted. Their research states that brands with values that

match the individual values of consumers are utilized to communicate with fellow consumers. Through online consumption, Davis, Sheriff and Owen (2019) state that brand values generally cause distrust among consumers. Finally, the research states that consumption, when accompanied by a consumer's experiential and rational thinking, can positively influence the consumers' self-authenticity.

Following this, research has also been conducted regarding the effect of luxury consumption on self-authenticity. Goor et al. (2019) found that consumers can experience negative feelings in their self-authenticity. Where it is normally argued that luxury consumption enriches the consumers' authentic self because they identify with the symbolic values and attributes of luxury consumption, consumers can also feel fake or unlike themselves. However, this research solely sought to explain this relationship in a first-hand luxury consumption context.

2.3 Status consumption

Among the numerous motivations to consume luxury goods, the psychological need to acquire and/or signal status and wealth remains one of the most prominent motivations within the literature (Dubois & Duquesne, 1993; Eastman et al. 1997; Balabanis & Stathopoulou, 2021). The concept of conspicuous consumption was first coined by Veblen (1899) to describe the status- and wealth signaling consumption of the leisure class. Much like in the previously mentioned definition of luxury (see 2.1), the motivation for Veblen' (1899) conspicuous consumption does not lie in the functional benefits of the goods, ei. what Vigneron and Johnson (1999) conceptualize as a Veblian motivation.

In line with this definition the motivation lies in the signals that the goods communicate, i.e., status and wealth.

Within the literature, conspicuous consumption and status consumptions are often used interchangeably, as the definitions of the two constructs appear to overlap (O'Cass & McEwan, 2004). An example of this overlap can be found in Eastman et al. (1999, pp. 42) who define status consumption as "the motivational process by which individuals strive to improve their social standing through the conspicuous consumption of consumer products that confer and symbolize status both for the individual and surrounding significant others". O'Cass and McEwan (2004) argue that the two concepts are related but distinct constructs proposing two distinct definitions

for the two, with the main difference pertaining to the individual's consumption motives, with status consumption being directly motivated by the desire to gain status. However, Eastman, Goldsmith and Flynn (1999) argue that the desire for status in itself entails an interest in the consumption of conspicuous goods, as they innately convey status to most individuals. Consequently, as an overlap and interchangeability is evident for the two concepts within the literature Eastman, Goldsmith and Flynn's (1999) definition of status consumption will be used henceforth.

Research has provided evidence that the interest in status consumption is similar across several countries, suggesting that status seeking tendencies are universal across cultures (Eastman, et al. 1997). Balabanis & Stathopoulou (2021) describe the search and desire for status as an important human trait, and that consumers rely on luxury products to communicate status to people around them. Moreover, consumers with a larger desire for status are found to be more likely to pay a higher price for luxury goods (O'Cass & Siahtiri, 2014; Balabanis & Stathopoulou, 2021). This is partly attributed to the consumer's desire to signal wealth and status through luxury products that are visible in social settings (Balabanis & Stathopoulou, 2021). A higher price has also been shown to be a cue for quality for customers with higher status seeking tendencies, suggesting that a high price is considered a positive consumption factor by consumers with higher status seeking tendencies (Rao & Monroe, 1989).

In concurrence with the aforementioned research, the presence of status-seeking tendencies in individuals increases their likelihood of luxury consumption, as they will consume goods that match this desire for status (O'Cass & Siahtiri, 2014; Balabanis & Stathopoulou, 2021). Beverland and Farrelly (2010) state that consumers seek authenticity in line with their personal goals. This would further suggest that consumers with status-seeking tendencies feel more authentic when they consume goods in line with these wanted values. As such, the following hypotheses have been created:

H1: There is a positive relationship between status consumption and perceived self-authenticity through luxury

2.4 Frugality

2.4.1 What is frugality?

During the last decade, alternative ways of consumption have been emerging due to consumers' evolving demands and the understanding of their relationship with the concept of self-authenticity needs to be further developed. Research conducted by Cervellon, Carey and Harms (2012) concluded that among the economic motivators for second-hand consumption, frugality is the largest motivator. This means that consumers choose second-hand consumptions over first-hand consumption, because it satisfies their personal feelings of frugality. Furthermore, Guiot and Roux (2010) concurred with this conclusion, as their research also found the personality trait of frugality as the largest motivator of second-hand consumption. However, their research indicated that this frugality was also apparent within the second-hand luxury consumer groups. Lastovicka et al. (1999, pp. 88) define frugality as "a unidimensional consumer lifestyle trait characterized by the degree to which consumers are both restrained in acquiring and in resourcefully using economic goods and services to achieve longer-term goals."

2.4.2 Frugality and self-authenticity

As seen in the aforementioned research, frugality is defined and researched as a motivator for spending less for more perceived value. However, the research regarding frugality as a personality trait and its effect on consumer behavior lacks in the area of self-authenticity. As such, this research hopes to shine a light on the effect that perceived feelings of frugality might have on self-authenticity, specifically when it is mediated by a feeling of undue privilege.

Rick, Cryder and Loewenstein, (2008) found that consumers that identify with frugal personality traits feel more pain when they spend money. This would indicate that if frugal people spend a large sum of money on items such as luxury goods, they would feel an "immense amount of pain". As such, it could be assumed that frugal people will feel more negatively towards buying luxury goods than people who identify less with frugal personality traits. This is in line with the research done by Lastovicka et al. (1999), who state that "early American frugality, thus, involved denial of pleasure from luxuries while maintaining basic needs."

In line with this, the following hypotheses were created:

H2: There is a negative relationship between frugality and perceived self-authenticity through luxury consumption

2.5 Deservingness

2.5.1 Deservingness in luxury consumption

Deservingness is defined as the extent to which someone is worthy of a particular treatment or outcome (Cavanaugh, 2014). Cavanaugh (2014) argues that it is often important for consumers to feel validated in their relationships to brands. Moreover, it is argued that this validation is connected to the level of deservingness the consumer feels towards a brand or its products. Cavanaugh's (2014) research further states that deservingness is an important human mechanism that, mediated through socialization, affects how consumers indulge themselves in different consumption situations. Consumers will at times feel like they do not deserve to associate with a brand when their relationship surrounding the brand values is not validated. Moreover, consumers with low levels of deservingness will restrict their consumption while consumers with high levels will indulge themselves in more expensive products to a higher extent (Cavanaugh, 2014). Goor et al. (2019) builds upon Cavanaugh's (2014) research, arguing that the privilege and status associated with luxury goods may have a negative effect on some consumers' perceived feelings of deservingness. The consumer may therefore feel like they are unworthy or undue of the associations that are connected to the luxury good (Goor et al. 2019).

2.5.2 Undue privilege and status-seeking tendencies

As stated earlier, status-seeking tendencies increase the likelihood for consumers to purchase goods that they perceive as having status. As such, status-seeking consumers are often found to have a higher price acceptance than most other consumers (O'Cass & Siahtiri, 2014; Balabanis & Stathopoulou, 2021). This often leads these status-seeking consumers to consume more luxury goods. Undue privilege has been described as a feeling of lacking deservingness to consume a certain good (Cavanaugh, 2014) and has been found to be apparent in luxury consumption (Goor et al. 2019). However, this undeservingness was mainly a result of not feeling authentic to the status and snob-appeal that comes with many luxury goods (Goor et al. 2019). As such, a higher

level of status-seeking tendencies could be argued to have a negative effect on these perceived feelings of undue privilege.

In concurrence with this, the following hypothesis was created:

H1a: There is a positive relationship between status consumption and perceived self-authenticity through luxury via luxury deservingness

2.5.3 Undue privilege and frugality

Following the aforementioned research regarding undue privilege, Cavanaugh (2014) argues that the lack of authenticity that consumers feel towards buying the higher-price, indulgent item as opposed to the lower-price, economic item is due to feelings of undeservingness. As such, this is very much in line with the construct of frugality as described by Lastovicka et al. (1999). In their research, it is argued that consumers that have a higher level of perceived frugality, when confronted with a choice between a higher price, indulgent item or a lower price, economic item, would rather choose the economic option. They would then be more inclined to feel less authentic when they do indulge in a higher priced item. However, through a higher level of deservingness, it is argued that this higher price is justified towards the consumer.

As such, the following hypothesis was created:

H2a: There is a positive relationship between frugality and perceived self-authenticity through luxury via luxury deservingness

2.6 Second-hand consumption

2.6.1 What is second-hand consumption

Second-hand in the consumption context pertains to any good that a consumer is not the first owner of. Rust (1981) proposes that whereas a monopolist can control the first-hand market, the second-hand market offers close substitutes, limiting these profits. As such, when the transaction costs of the second-hand market is low, consumers will choose to trade their goods there.

Second-hand should not be confused with vintage. Specifically in fashion, vintage has been described as "a rare and authentic piece that represents the style of a particular couturier or era"

(Gerval, 2008; cited in Cervellon, Carey & Harms, 2012). As such, it should be noted that vintage goods will always be second-hand goods, but not all second-hand goods are to be considered vintage. Thus, the values and attributes of second-hand goods should be considered in a different light than those which are considered vintage. Where vintage goods have qualities that are inherent to it being described as vintage, the same may not apply to goods that are considered second-hand (Cervellon, Carey & Harms, 2012). This means that a closer look must be taken regarding the perceived values and attributes of second-hand goods from the consumer's perspective. Specifically for markets where the communicated, symbolic values are more important than the strictly functional values and attributes, such as the luxury market.

2.6.2 Second-hand Motivations

Cervellon, Carey and Harms (2012) found that consumers do not consider sustainable reasoning to be a large motivator of second-hand consumption. Alternatively, consumers were mainly motivated by feelings of frugality, and only slightly by feelings related to the concept of bargain hunting, ei. Finding high value for a low price. As such, it can be reasoned that the motivator for buying second-hand fashion over first-hand is the often lower prices.

Guiot and Roux (2010) concluded similar findings with economic reasoning being the most prominent determinant of second-hand consumption. However, this research also highlights the other motivators that could be in play, such as nostalgia or that consumers are just browsing. In a more recent study that contrasts that of Cervellon, Carey & Harms (2012), Ek Styven and Mariani (2020) found that online second-hand consumers motivate their consumption through, again, economic reasoning, but also through reasoning relating to sustainability. This may suggest that economic reasoning has been a large determinant of second-hand consumption, but that recent developments have created a larger focus on sustainability reasoning as well. Although this is different from the economic reasoning that was proposed in earlier studies, it still means that consumers steer towards second-hand consumption as a result of a lower perceived cost than that of the other markets.

2.6.3 Second-hand luxury

A factor that contributes to the fast consumption cycle of luxury goods is the seasonality of luxury brands collections (D'Avolio, E., Bandinelli, R., Pero, M. & Rinaldi, R., 2015). Where most brands come out with a new product line on a yearly basis, the collections of luxury brands are seasonal, with a new product line every half year. Especially for leading luxury brands, this often means that trends will change every six months. This short life cycle for luxury makes the goods more inaccessible, which in turn increases the perceived exclusivity of the goods (Ward and Chiari, 2008). This is in line with the unique value as proposed by Vigneron and Johsnon (1999), where the exclusivity of luxury goods is seen as an important part of the prestige of luxury goods. However, as consumers steer away from keeping up with the seasonal trends, they are more inclined to purchase second-hand luxury items (Ferraro, Sands, & Brace-Govan, 2016). These developments have even caused brick-and-mortar storefronts to open up which solely focus on selling second-hand luxury goods (Cervellon, Carey & Harms, 2012).

As stated before, the distinction must be made between second-hand goods and vintage goods, as vintage goods communicate different values and attributes than second-hand goods often would (Cervellon, Carey & Harms, 2012). Moreover, the perceived motivations of second-hand goods have to be researched in the context of luxury. Where first-hand luxury is associated with motivations such as power, social ranking and quality, second-hand luxury products have been found to be identified with social climbing, eco-friendly consumption, brand heritage, and windfall; to find unexpected bargains/treasure (Kessous & Valette-Florence, 2019).

Turunen and Pöyry (2019) have found that consumers of second-hand luxury have a higher price-per-quality consciousness and higher quality consciousness in general. This could indicate that more cost conscious consumers are more likely to purchase second-hand luxury products as opposed to first-hand luxury products. Again, the lower price of second-hand goods combined with the economic reasoning of most second-hand consumers could be another indicator of increased purchase intention for second-hand luxury goods (Cervellon et al., 2012).

2.6.4 Second-hand luxury consumption and status consumption

Continuing, the aforementioned hypothesis regarding status consumption and self-authenticity through luxury deservingness should be researched as well in a second-hand luxury context. Kessous and Valette-Florence (2019) suggest that the motivation of consuming second-hand luxury goods differs from those in first-hand luxury. However, they also state that second-hand luxury is still motivated by social climbing, or higher social status, just like its first-hand counterparts. Following this, consumers that identify with status-seeking values and tendencies still positively identify with luxury goods when they are second-hand. As such, the level of perceived self-authenticity should largely be unchanged for consumers with status-seeking tendencies in second-hand luxury consumption, as their goals of status consumption are still met.

As a result of this, the following hypothesis was created:

H3a: A higher ratio of second-hand luxury spending positively moderates the relationship between status seeking tendencies and perceived self-authenticity in luxury.

2.6.5 Second-hand luxury consumption and frugality

As previously mentioned, it is important to research the effect of frugality on self-authenticity in a second-hand consumption context. The aforementioned lack of positive consumer attitudes is apparent in frugal consumers when they consume a higher priced, indulgent item (Lastovicka et al. 1999). Moreover, it can be argued that then, following this reasoning, a lower price for these items would result in a higher amount of perceived self-authenticity due to a higher price-per-quality ratio. Turunen and Pöyry (2019) argue that second-hand luxury consumers have a higher price-per-quality consciousness than their first-hand luxury counterparts. In line with this, the perceived feelings of self-authenticity should be more apparent in second-hand consumers that identify with frugality attributes when they consume a higher ratio of second-hand luxury as opposed to first-hand. As such, the following hypothesis was created:

H3b: A higher ratio of second-hand luxury spending positively moderates the relationship between frugality and perceived self-authenticity in luxury.

2.7 Conceptual model

Figure 1. Conceptual Model
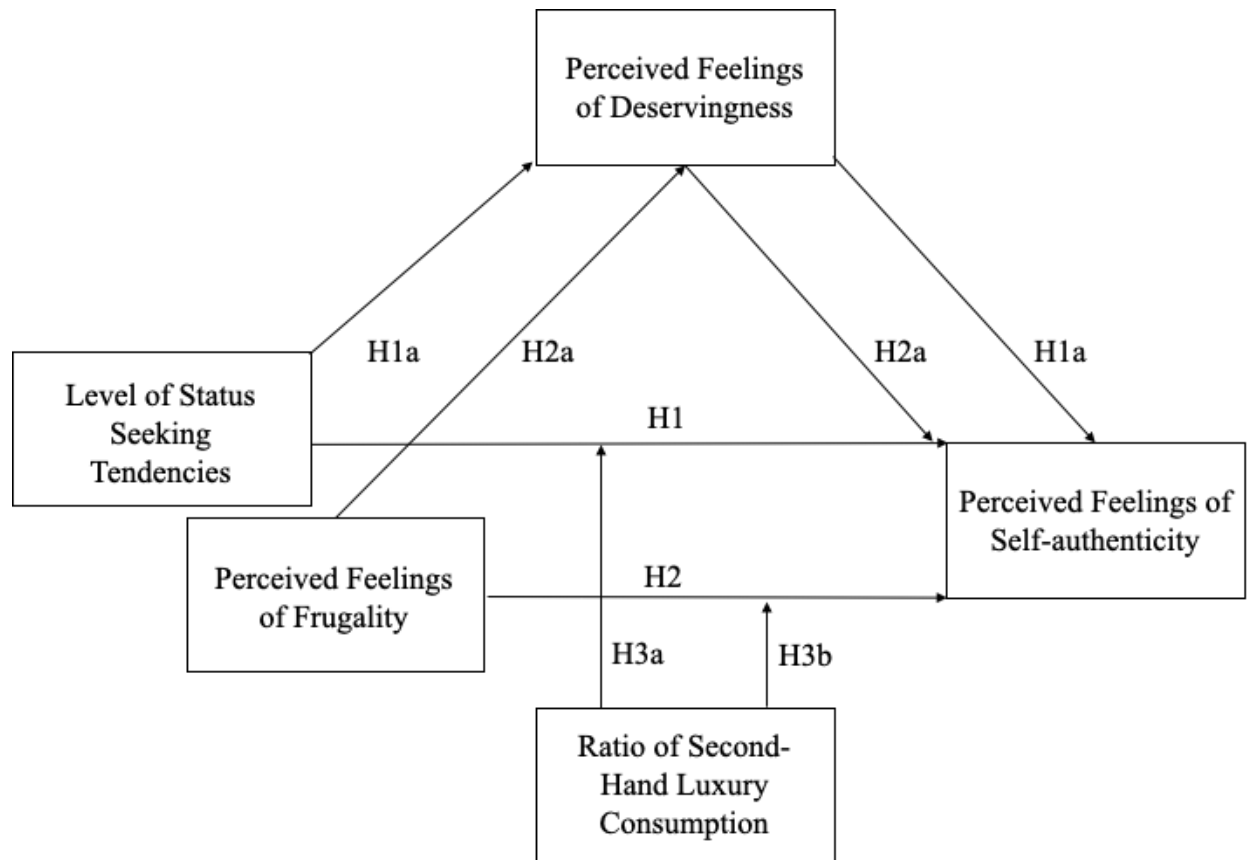
3. Methodology

3.1 Philosophy of Research and Approach

This study aims to test existing theories in the literature with a quantitative scientific research method; hence a deductive approach will be used (Bryman & Bell, 2011; Burns & Burns, 2008). The existing theories will thus be utilized in order to generate hypotheses that will be accepted or dismissed on the basis of the observations that are made. One significant difference between the deductive and the inductive approach is the use of theory (Bryman & Bell, 2011). Where the inductive approach uses observations and results to generate theory, the deductive approach uses the inverted relationship. Consequently, the theory used in this research governed how data was collected.

The underlying philosophy of research is an important aspect to bring to light as it discloses the authors perspectives on how what constitutes knowledge, and the nature of reality (Saunders, Lewis & Thornhill, 2009). From an epistemological point of view, this study is grounded in a positivist perspective. A positivist standpoint entails that there in principle the methodology of natural science can be adopted in the social sciences (Bryman & Bell, 2011). The positivist perspective thus infers the principle of phenomenalism, which in short means that real knowledge only can be obtained when the phenomenon is observed and confirmed through the senses. In line with the deductive approach of this study, the positivist perspective also adheres to the usage of theory as a means of generating hypotheses. Knowledge, however, is reached through the principle of inductivism by gathering data and observations that form the basis for our understanding of the phenomenon. Moreover, the positivist perspective argues that objectivism should, and therefore can, be accomplished (Bryman & Bell, 2011).

From an ontological perspective the authors work from an objectivist standpoint. Within philosophy, ontology studies the nature of entities which in this context refers to the philosophical question whether social entities can or should be accepted as objective entities or if they should in fact be regarded as constructs based on the actions and perceptions of the observer (Bryman & Bell, 2011). For this study, an objectivist position will be held. Hence, the authors hold the position that the nature of social entities are in fact objective entities, regardless of one's own perceptions.

3.3 Research design

3.3.1 Target group, Sampling process, and Sampling size

As the research problem is directly related to the subject of luxury consumption, consumers with prior experience in second-hand and first-hand luxury consumption will be targeted. This delimitation is done on the basis of two factors. Firstly, as the research seeks to explore consumers' post-purchase feelings following second-hand luxury and first hand luxury items, sampling consumers with prior experience is done in order to adequately represent the target market. As this research seeks to reach actionable insights into this subject, sampling the target market is

favourable. Secondly, respondents having previous experience in both second-hand luxury and first-hand luxury makes sure that the respondents can adequately answer the survey questions for both categories based on prior experiences. This will also allow testing related to the personality factors highlighted in this research regarding frugality and status-seeking behaviour.

Moreover, the target group will be people aged between 18-65. This in order to get a large sample more representative of the whole luxury market. Due to the scope of this master's thesis and the geographical location of the two authors, respondents will likely predominantly be europeans. People of higher education in ages 20 to 30 are also likely to be overrepresented within the sample population, as the online questionnaire will be distributed through convenience sampling utilizing social media platforms such as Linkedin and Facebook. For this reason, the median income will most likely be relatively low, as this population are students to a higher extent, or in the early stages of their career.

As the study builds on previous research, and the questionnaire does not use individual items or brands, a pretest is not necessary. Furthermore, each of the scales that will be used to test the individual variables have been shown to be adequately significant in their outcomes.

For the main survey, information about the participants will be collected in order to gain information about the respondents as well as to filter out respondents that do not conform to the chosen target group. In order to have a wider range of variables to control for as well as to increase the validity of the study, demographic variables will be gathered. These variables include the respondents' age, gender, education level and income level. Moreover, the survey will test respondents' previous experience with luxury consumption, enabling us to filter out respondents who are not a part of the target group.

Malhotra (2010) states that a larger sample size increases the generalizability of the results of quantitative research. In congruence with our thesis supervisor we agreed that a sample size of 100 respondents would be sufficient to adequately reflect the targeted population. A minimum of 100 respondents was thus chosen as a lower limit. Ultimately, the results of 135 respondents were used after filtering out respondents that did not belong to the target group as well as respondents that

did not prove to be valid when answering a question meant to test that respondents read the item descriptions (see 3.4).

3.3.2 Data collection

Because of the current state of the Covid-19 pandemic, there are several limitations when it comes to data collection methods. Data collection can therefore only be done through methods that do not require any physical contact of any kind. In line with these limitations, this study will collect data by utilizing an online questionnaire. The questionnaire will be administered through the online survey platform Google Forms. The use of an online questionnaire facilitates a large amount of data to be collected in a cheap and effective manner that allows for complex questions without the possibility of interviewer bias (Malhotra, 2010). An online questionnaire also allows for a bigger geographical and demographical spread in the respondents (Malhotra, 2010). Considering the scope of the study and the limited resources at hand for the authors, nonprobability sampling will be used in order to reach a sufficient number of respondents in the target group. This sampling technique does however have some limitations in some respects as certain parts of the population may be harder to reach due to a low online presence. Specifically respondents with a eurocentric background who have enjoyed a higher form of education seem to be a prevalent part of the respondent demographic.

3.4 Questionnaire Design

When the respondent opens the survey, they will be greeted with a page highlighting the importance of consent and privacy. The page will communicate to the respondent that their response will only be recorded following their consent, and will only be used for research purposes. The research will be anonymous as well, to make sure that the results will only be used for research purposes. The respondent will then be asked to confirm that they consent to their participation and the specific usage of their data.

Following this, the respondent will be asked to fill out some general information, such as gender, age, income, and education level.

To make sure that the participants' responses are valid, a statement will be put in a random position among the frugality statements that simply reads "*Please pick option number 4"*. Any respondent that does not fill in the correct choice will be seen as invalid, and will subsequently not be counted in the main analysis of the data.

Given these different contexts, participants will then be asked to fill out their agreement with several statements on a 7-point Likert scale relating to perceived feelings of deservingness, status seeking tendencies, and feelings of self-authenticity.

Finally, the respondents will be thanked for their participation and assured that their responses will solely be used for research purposes. Here, they also have the chance to leave their email address for the chance of winning a 100SEK Amazon voucher.

3.5 Main research variables and items

3.5.1 Perceived Feelings of Self-authenticity

As stated in 2.1.1, the concept of self-authenticity is defined as "the extent to which one fulfills the expectations or commitments one has for self" (Erickson, 1995. pp. 131). In order to measure respondents perceived feelings of self-authenticity Goor et al's (2019) five-item scale will be utilised. The scale includes statements such as: "*When buying this item, I feel true to myself* ", that measure to what extent the respondents' associations with the products correspond to their idea of self. Moreover, statements such as *"When buying this item, I feel fake*" measures self-inauthenticity, which could be considered a violation of the commitment to self (Goor et al. 2019). Hence, it will be coded inversely.

3.5.2 Perceived Status Seeking Tendencies

As mentioned in 2.2.3, status consumption is defined as *'the motivational process by which individuals strive to improve their social standing through the conspicuous consumption of consumer products that confer and symbolize status both for the individual and surrounding significant others'* (Eastman, Goldsmith & Flynn, 1999, pp. 42). In order to measure this motivation (i.e. the respondents status seeking tendencies) a five-item scale developed by Eastman, Goldsmith and Flynn (1999) will be utilized. This status consumption scale includes positively

worded items such as "*I would buy a product just because it has status*" and one negatively worded item *"The status of a product is irrelevant for me"*. The last of which will be coded inversely.

3.5.3 Perceived Feelings of Luxury Deservingness

The mediating variable luxury deservingness follows the framework by Cavanaugh (2014), where it is defined as how worthy someone feels to be treated in a certain way. Luxury deservingness will be measured using the five-item scale developed by Cavanaugh (2014) to measure to what extent respondents feel deserving in the context of luxury consumption. This is measured through items such as: *With luxury goods, to what extent do you feel you deserve to indulge yourself a little.* Respondents will note their agreement to the statements on a 7-point Likert scale.

3.5.4 Perceived Feelings of Frugality

For the independent variable perceived feelings of frugality Lastovicka et al's (1999) definition will be used. Frugality is defined as "a unidimensional consumer lifestyle trait characterized by the degree to which consumers are both restrained in acquiring and in resourcefully using economic goods and services to achieve longer-term goals." (Lastovicka et al., 1999, pp. 88). In order to measure this trait a seven-item scale from Lastovicka et al. (1999) will be used. The scale consists of statements such as: "*I believe in being careful in how I spend my money*" and "*There are things I resist buying today so I can save for tomorrow*" that aim to measure the attitudinal and behavioral tendencies of the respondents.

3.6 Measurement and scaling

For the general demographics, such as gender, age, education level and income, various scales will be used to measure the respondents' answers. For age, a ratio scale will be used, where respondents can fill in their age. However, the respondents will be restricted, with 18 as a minimum age for the survey, and 65 as the maximum age of the survey. For gender, a nominal scale will be used where respondents can click on "male", "female", "nonbinary", "prefer not to say", or "other". These answers will be coded as 0 corresponding to "male", 1 corresponding to "female", 2 corresponding to "nonbinary", 3 corresponding to "prefer not to say", and 4 corresponding to "Other…". For education level, an ordinal scale will be used with the following items: Primary education, secondary education, undergraduate degree, master's degree, and doctorate. These items will be

respectively coded to 1, corresponding to "primary education', and 5, corresponding to "doctorate. Income will be measured in Euros and will also be measured by an ordinal scale with the items: 0-9999, 10000-29999, 30000-49999,50000-99999, 100000+. These items will again be coded from 1, corresponding to "0-9999', to 5, corresponding to "100000+".

For the main survey, the respondent's answers will be measured using a 7-point likert scale, with 1 representing the answer "Disagree very strongly" and 7 representing the answer "Agree very strongly". For some items, reverse scaling will be used. Pre-existing scales will be used to measure the perceived feelings of frugality (Lastovicka et al., 1999), perceived undue privilege (Goor et al., 2019), and perceived feelings of self-authenticity (Goor et al., 2019).

3.7 Data analysis

The model analysis was conducted using SmartPLS 3 (Ringle, Wende & Becker, 2015). This software was chosen as it would be the most adequate for the chosen Structural Equation Modeling (SEM)-Partial Least Squares (PLS). SEM-PLS has been shown to be the best choice for this model as it is a soft modeling approach with no assumptions for data distribution (Vinzi, Trinchera & Amato, 2010). Furthermore, it is easy to use and shows clean, organized results and tables, which we used to analyze the data as efficiently as possible. Additionally, SEM-PLS is sufficient for datasets with small sample sizes such as this research, with 135 respondents. Lastly, the SEM-PLS analysis in SmartPLS showed the indirect path effects of variables that might not be apparent in other softwares.

Confirmatory Factor Analysis (CFA) was done to confirm the hypotheses, the accompanying model and to ascertain the goodness of fit to the data. Furthermore, CFA was used to confirm and identify the relationships of the various variables and factors. This allowed for the examination of the causal relationships of the various models and the underlying latent constructs (Wong, 2013). The PLS-SEM analysis coupled with the CFA analysis helped to create a better model and hypotheses.

Firstly, the data from the web-based survey will be gathered. Then, this data will be put into SPSS, where a careful first look will be taken to make sure that the data is organized, clear, and does not have any wrong values or mistakes. Following this, descriptive statistics will be used to look at the statistics once again.

For the main relationship, being the effect of frugality and the effect of status-consumption on perceived feelings of self-authenticity, SEM-PLS will be used. Although there are no restrictive assumptions made by this model, multicollinearity will still have to be tested. If these assumptions are met, the SEM-PLS analysis will be performed with the tools provided by SmartPLS 3.

Model 5 of the Process model by Hayes (2017) will be utilized to test the moderating effect of the ratio of second-hand consumption on the direct effect of the independent variables on self-authenticity, while also testing the mediating effect of perceived feelings of luxury deservingness on the effect of the independent variables on perceived feelings of self-authenticity

3.8 Research Quality Criteria

3.8.1 Reliability

The concept of reliability, defined by Burns and Burns (2008, pp. 410) is "the consistency and stability of finding that enables findings to be replicated" is an important consideration to acknowledge for all research. In the case of research utilizing questionnaires, an unreliable scale for measuring a phenomenon means that one cannot depend on it, as the scale does not measure its intended phenomenon consistently over time. It is therefore of great importance to test the reliability in order to make sure that the data is consistent if tested repeatedly (Burns & Burns, 2008).

In this study, where a questionnaire utilizing several summated scales have been used, it is important to measure the internal consistency reliability. Simplified, this measures how the respondents score in one item is related to the score of another in the same scale. The scales used for this study have all been adopted due to their already proven reliability. However, as the combination of variables have not been explored in this context (to our knowledge) the internal reliability to be reevaluated. Hence, Cronbach's Alpha has been used in order to test the internal

reliability of the scales. The measurement provides a score from 0 to 1 with a higher score indicating a higher internal reliability. A Cronbach's Alpha score over 0.7 is often stated as a good strength of association (Bryman & Bell, 2011; Burns & Burns, 2008), and has therefore been used as a benchmark.

Composite reliability will also be utilized as a complement to Cronbach's alpha, as the latter may over- or underestimate the reliability of the construct (Peterson and Kim, 2013). Like Cronbach's alpha scores over 0.7 are often considered sufficient. However, scores over 0.9 may indicate that the items are too much alike, thus diminishing the reliability of the measured results (Menke, C., 2016). However, some researchers argue that a composite reliability score above 0.9 could be considered acceptable if none of the items are proven redundant (Hair, J. F., Ringle, C. M. & Sarstedt, M., 2011).

The outer loadings of the model as presented by SmartPLS presented several factors of the variables that had loadings below 0.6. As they fell below this threshold, they were deleted to preserve the reliability of our analysis.

3.8.2 Validity

Validity measures the extent to which differences in the observed findings actually reflect differences between items rather than random or systematic error (Malhotra, 2010).
In other words, it measures to what extent the scales used actually measure the intended construct or phenomenon. Two main forms of validity were considered for this study: external validity and internal validity.

Burns and Burns (2008 pp. 426) define external validity as "the extent to which the results of a sample is transferable to a population". In order to reach a certain level of generalizability in the findings, the sample population will have to be representative of the statistical population. In the case of this study, the non-probability sampling used lowers the external validity of the results as generalizability cannot be guaranteed (Burns & Burns, 2008). Due to the scope and budget restrictions of this thesis, as well as the limitations brought on by the covid-19 pandemic,

convenience sampling was considered the optimal sampling method for these circumstances. Furthermore, the sample size of 135 respondents could be considered on the low end statistically, which can have a negative effect on the external validity.

Internal validity however, measures to what extent the conditions of the study are controlled, as this alters whether differences can be attributed to the independent variable as opposed to other factors (Burns & Burns, 2008). Consequently, a high internal validity guarantees that the findings are valid within the context of the study. Internal validity has to a degree been accomplished by using scales (see section 3.5) that have been previously tested in order to confirm their validity. Peterson and Kim (2013) have found that composite reliability is a more appropriate measure to measure for reliability, as Cronbach's alpha underestimates the true reliability of the data.

4. Results

4.1 Validity and reliability of constructs

The reliability and validity need to be thoroughly examined and reported. To do this, the composite reliability, Cronbach's alpha, and AVE will be outlined. As shown in Figure 2a and Figure 2b, Cronbach's alpha for all three variables ranged from 0.704 to 0.86, which would suggest that they are quite strong without being high to the point of being redundant . However, as stated before, composite reliability has been shown to be a better measure for reliability, as Cronbach's alpha underestimates the true reliability. As such, composite reliability shows strong values as well, with consistently high scores for the variables in each model ranging from 0.743 to 0.905. Luxury deservingness shows the highest composite reliability score of 0.905 which could be considered on the verge of being too high. However, as the score is only marginally higher than the proposed upper limit of 0.9 and has been proven reliable in previous research the construct is deemed reliable. Following this, the reliability coefficient Rho_a also shows strong values for all the variables, falling short only slightly in model 3b for Frugality. Lastly, the AVE shows insignificant values for Self-authenticity in both models and Frugality in model 3b. This should be taken into consideration, as it might mean that measurement errors are apparent.

Lastly, multicollinearity was checked using the VIF values of the inner models. The values for this are shown in Figure 2. As the figures show, the inner VIF values are well below the upper limit of 10 in each of the models, and as such, the explanatory variables in our model are not assumed to be highly correlated to each other.

Table 1. Cronbach's Alpha, Construct reliability and VIF

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	VIF
Frugality	0.78	0.822	0.84	0.517	1.297
Status consumption	0.764	0.837	0.849	0.551	1.211
Luxury deservingness	0.86	0.872	0.905	0.704	
Self Authenticity	0.704	0.828	0.796	0.485	
Second hand purchases	1	1	1	1	

4.2 Descriptive statistics

Following the data collection of the survey through a Google Form, 1269 respondents had filled out the questionnaire. However, through unknown means, 1100 of those were invalid, as they were all the same answers, with the same email addresses. As such, they were deleted from the dataset. This meant that there were 169 respondents left. Of those, 12 respondents answered wrongly to our reliability question, where they had to pick option "4". Furthermore, 22 respondents answered that they had not previously consumed any luxury goods. As such, this left us with 135 valid responses.

The data showed a near-even distribution in gender, with 67 respondents identifying is male, and 68 of the respondents identifying as female. Within the dataset of valid respondents, no respondent identified with the gender options "Nonbinary", "Prefer not to say", or "Other…".

However, the age distribution of the respondents was shown to be less equally distributed. Within the group of valid respondents, most were shown to be within the age of 24 and 25, with a mean for the entire dataset for age of 27.17. This was expected however, as convenience sampling was used, and the social reach of the researchers mostly contains younger, highly educated people. This was further supported by the distribution of the education, with 11 of the respondents having enjoyed secondary education, 70 of the respondents have finished or are currently enrolled in a Bachelor's degree, 50 of the respondents have finished or are currently enrolled in a Master's degree, and 4 respondents have finished or are currently enrolled in a Doctorate programme. The education mean was 2.35, or between a Bachelor's degree and a Master's degree. For income, most respondents steered towards the lower income groups of 0 to 9.999 Euros or 10.000 to 29.999 Euros. Within income groups, the mean was 2.7, or between 10.000 to 29.999 euros and 30.000 to 49.999 euros.

4.3 Hypothesis results

Using SmartPLS, the results of the hypothesis were achieved using factor analysis and bootstrapping. These results of the analysis are as shown in Figure 5. In this model, the mediating variable is Luxury deservingness, the moderating variable is the Second-hand spending ratio, and the dependent variables are perceived Self-authenticity and frugality. Following this, the significance of the several relationships in each of the models was tested. The analysis used an alpha level of 0.05, which means that any relationship with a significance level of 0.05 or below is seen as statistically significant.

For hypothesis 1, a significantly positive relationship was found between status consumption and perceived self-authenticity through luxury ($\beta = 0.348$, $p = 0.000$). As such, the hypothesis was found to be supported. For hypothesis 1a, a significantly positive relationship was found in the relationship between status consumption and perceived self authenticity through luxury when

mediated by luxury deservingness and the hypothesis was found to be supported ((β =0.155, p =0.000)). As such, a higher level of status seeking tendencies in luxury consumption through a higher level of luxury deservingness positively affects consumer self-authenticity.

For hypothesis 2, a positive effect of frugality on perceived self-authenticity was found, but it was not found to be statistically significant. As such, the hypothesis was not found to be supported. For hypothesis 2a, frugality was shown to have a positive effect on self-authenticity through luxury deservingness, and was shown to be statistically significant (β =0.182, p =0.000). As such, hypothesis 2a was found to be supported.

For hypothesis 3a, no significant effect was found for the moderated effect of a higher level of second-hand spending and status-seeking tendencies on self-authenticity was found. For hypothesis 3b, a negative effect was found in the moderation by a higher level of second-hand spending on the direct effect of frugality on self-authenticity and it was further found to be statistically significant ($\mathfrak{6}$=-0.300, α=0.000). This is not in line with our assumptions, as the positive effect stated in the hypothesis is not found. Instead, a negative effect is found. This should further be discussed, but could offer some interesting insights that would challenge current research.

Table 2. Hypothesis results

Hypothesis	Supported	P-value
H1: There is a positive relationship between status consumption and perceived self-authenticity through luxury	Yes	0.001
H1a: There is a positive relationship between status consumption and perceived self-authenticity through luxury via luxury deservingness	Yes	0.000

H2: There is a negative relationship between frugality and perceived self-authenticity in luxury consumption	No	0.273
H2a: A higher ratio of second-hand luxury spending positively moderates the relationship between status seeking tendencies and perceived self-authenticity in luxury.	Yes	0.001
H3a: A higher ratio of second-hand luxury spending positively moderates the relationship between status seeking tendencies and perceived self-authenticity in luxury.	No	0.390
H3b: A higher ratio of second-hand luxury spending positively moderates the relationship between frugality and perceived self-authenticity in luxury.	No	0.000

In Figure 6 below, the path coefficients for each relationship in each of the models is shown. For status consumption, it is shown to be a moderately strong positive indicator of self-authenticity (O=0.321, P=0.000), and especially in the relationship with luxury deservingness (O=0.338, P=0.000). Furthermore, luxury deservingness seems to be a very strong predictor of self-authenticity as well (O=0.540, P=0.000). Furthermore, frugality is found to be a significantly

strong positive predictor of luxury deservingness (O=0.373, P=0.000). However, frugality was found to be a weak positive predictor of self-authenticity (O= 0.073, P=0.199), while also being found to be statistically insignificant. Among the moderating relationships of the second-hand spending ratio on status consumption and frugality, only a significant effect was found with the moderating effect on frugality, although it was negative (O=-0.302, P=0.000).

In both models, the predictors are found to be in line with the aforementioned bootstrapping analysis in the hypothesis results, as the main and indirect effects of status consumption were found to be significantly positive. Following, the direct result of frugality was found to be insignificant, but the indirect effect of frugality through luxury deservingness was found to be significantly positive. Lastly, a significant negative effect was found for the moderating variable of second-hand spending on frugality.

Table 3. Path coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Frugality -> Luxury deservingness	0.373	0.396	0.076	4.89	0
Frugality -> Self Authenticity	0.073	0.072	0.086	0.845	0.199
Status consumption -> Luxury deservingness	0.338	0.343	0.084	4.008	0
Status consumption -> Self Authenticity	0.321	0.331	0.097	3.303	0
Luxury deservingness -> Self Authenticity	0.54	0.524	0.082	6.614	0
Second hand purchases -> Self Authenticity	0.131	0.135	0.09	1.463	0.072
Frugality SHratio mod -> Self Authenticity	-0.302	-0.277	0.078	3.852	0

Statcon SHratio mod -> Self Authenticity	-0.089	-0.069	0.074	1.211	0.113

The figure below (Figure 8) shows the R squared value and adjusted R squared value of each of the endogenous latent variables. In path models, R squared and R squared adjusted are the most common indicators of effect size, and its usage and calculation is similar to that in regression models. The R squared value shows the extent to which the indicated variable output variation is explained by the input variables. R squared adjusted is then used to correct for inclusion of more continuous variables. In short, R squared and R squared adjusted indicate the strength of the input variables in explaining the change in the output variable.

As seen in Figure 8, the endogenous variable luxury deservingness has an R squared of 0.243. However, adjusted for multiple variables, adjusted R squared gives 0.231. This means that 23.1% of the variation can be explained by the input variables. This is quite a weak effect size, and could indicate that the independent variables do not influence luxury deservingness very much. When looking at self-authenticity, a higher R squared value is given, namely 0.523. Adjusted for the multiple independent variables, R squared adjusted gives 0.501. This means that 50.1% of the variation can be explained by the independent variables. This is a better effect size and could mean a more promising effect of the independent variables on self-authenticity compared to their effect on luxury deservingness.

Table 4. R squared and R squared adjusted

	R Square	R Square Adjusted
Luxury deservingness	0.243	0.231
Self Authenticity	0.523	0.501

5. Discussion

In this research paper, various indicators of self-authenticity in luxury consumption were explored by developing a conceptual model as seen in Figure 1. In the conceptual model, the personality traits of frugality and status consumption were explored in their relationship towards self-authenticity in luxury consumption through luxury deservingness. This relationship was then observed with a higher ratio of second-hand spending in respondents' luxury consumption.

5.1 Status seeking tendencies

5.1.1 Status consumption and self-authenticity

Status-seeking behavior and the consumption behaviors associated with it are often seen as an extension of the consumer's social identity (Elliot & Wattanasuwan, 1998; Veblen, 1899). Furthermore, among the values associated with luxury consumption, status has been found as the most important one (Dubois & Duquesne, 1993; Eastman, Fredenberger, Campbell & Calvert, 1997; Balabanis & Stathopoulou, 2021). In luxury consumption status consumption seems to indicate positive effects on self-authenticity. This relationship is in line with standing research as status-seeking behaviour has been found to be a strong determinant of luxury consumption (Eastman et al. 1999).

However, the confirmation of status consumption as a strong indicator of self-authenticity in luxury consumption is different, as it could indicate that the values of a luxury match the luxury consumer's ideal values to an extent that it increases self-authenticity. The result found by Goor et al. (2019), that some consumers feel fake in luxury consumption was not found. This could suggest that this feeling of 'impostor syndrome' is only found under certain circumstances of luxury consumption. Previous research did not give any insights as to how certain personality traits influence this consumer self-authenticity. The results of this research would indicate that the consumer trait of status-seeking and the consumption behaviors that come with it match the values found in luxury consumption to an extent that it increases self-authenticity. This opens up the way for future research as to how certain aspects of status-seeking as a personality trait have specific influences over other aspects of luxury consumption.

5.1.2 Status consumption, luxury deservingness and self-authenticity

As stated in the paragraph before, previous research has shown that status-seeking behavior and the consumption behaviors associated with it are an indicator of positive self-authenticity in luxury consumption (Eastman et al. 1999). However, this hypothesis looks at that specific relationship, when it is mediated through a higher level of luxury deservingness. Cavanaugh (2014) has proposed that the perceived level of consumers' deservingness is a strong predictor of their attitude towards the indulgence of higher-priced items. Furthermore, Goor et al. (2019) have shown that a lack of deservingness, or undue privilege, is a strong indicator of negative feelings of self-authenticity in luxury consumption. All in all, a positive level of luxury deservingness can be assumed to indicate a stronger sense of self-authenticity.

The insights that the results of this hypothesis gives us is that self-authenticity in this case is positively affected by luxury deservingness. Furthermore, where previous research (Cavanaugh, 2014) focused on highlighting luxury deservingness as merely an indicator of consumer attitudes towards luxury consumption, the results indicate that luxury deservingness can mediate the effects of personality traits, namely status consumption, to positively affect self-authenticity. Although this should be further expanded upon in future research, the results of this hypothesis indicate a multidimensional effect of luxury deservingness on self-authenticity.

5.2 Frugality

5.2.1 Frugality and self-authenticity

The assumption that is made in the hypothesis is that of a negative effect. However, the results show a positive effect of frugality on perceived self-authenticity, thus the assumptions made in the hypothesis are not found to be supported by our research. This result questions the current research on frugality and self-authenticity respectively. Erickson's (1995) research on the authentic self suggests that one feels authentic when fulfilling one's expectations and commitments one has for oneself, implying that self-authenticity is reached when acting and consuming in line with one's self-image and goals. Hence, it is unexpected that more frugal consumers feel more authentic while consuming luxury goods as it appears out of line with the cost restraining and resourceful predisposition the trait entails (Lastovicka et al. 1999). This is

further highlighted in reference to Beverland and Farrelly's (2010) research that finds that consumers seek authenticity in line with associated personal goals. Consequently, the personal goals that come with a higher level of frugality do not seem to have a direct negative effect on this relationship.

A possible explanation for this result could be that more frugal consumers, while being highly motivated by a high value-to-price ratio, still identify with the values and motivations related to luxury goods. In the context of frugality, this entails that consumers would be more motivated by the values associated with a luxury good than the price of a product. In other words, the high value associated with the luxury goods may outweigh the high price for some consumers. From the perspective of Vigneron and Johnson's (1999) value framework of luxury consumption this effect could then be exemplified by a high perceived quality value. The value of the luxury goods would then be experienced as higher due to a high perceived quality of the product, despite a high price.

5.2.2 Frugality, luxury deservingness, and self-authenticity

Frugality as a personality trait indicates that a consumer is less willing to participate in status consumption (Lastovicka et al. 1999). As such, the price-acceptability of luxury goods in this consumer group is a lot more limited than those consumers who identify more with status-seeking tendencies in their consumption. This relationship of a higher level of frugality in luxury consumption would indicate a negative relationship between frugality and self-authenticity. However, a higher level of perceived deservingness, or a lack of communicated deservingness, in luxury consumers has been stated to be a very important factor in determining the positive attitude of consumers towards luxury consumption (Cavanaugh, 2014). As such, the assumption could be made that through a higher level of luxury deservingness, frugality would positively affect self-authenticity in luxury consumption.

The insights that this hypothesis would offer us are in line with those found in the research on luxury deservingness (Cavanaugh, 2014), where it is indicated that a higher level of perceived deservingness in luxury consumption would create stronger positive feelings in the luxury consumer. However, the insights of this hypothesis also challenge the current literature, which

indicate that frugality could have negative effects on self-authenticity directly, but does have significant effects through a higher level of luxury deservingness. This would indicate an interesting relationship between luxury deservingness and consumer personality traits that should be further researched.

5.3 Second-hand luxury consumption

5.3.1 Higher level of second-hand spending and status consumption on self-authenticity

As stated in the theoretical framework, research suggests that consumers' motivations associated with second-hand luxury and first-hand luxury are different (Cervellon, Carey & Harms, 2012; Kessous & Valette-Florence, 2019). Second-hand luxury products are to a higher extent identified with motivations such as social climbing, eco-friendly consumption, brand heritage, and windfall (Kessous & Valette-Florence, 2019). The motivation of social climbing, however, does not differ greatly from the first-hand luxury motivation of status seeking, as social climbing in this context entails that the consumption is motivated by a need or want to increase one's status. In line with hypothesis H2, it is thus hypothesized that a greater level of status-seeking tendencies would positively affect the level of perceived self-authenticity when moderated by a higher degree of second-hand consumption. However, the hypothesis was not supported.

This creates a tension between the previously done research and the current research. Where previous research indicated that the values of status that were apparent in first-hand luxury goods would still be apparent in second-hand luxury goods, the current research does not give similar insights regarding the satisfaction of status-seeking conditions in second-hand luxury goods. Previous research indicated that second-hand luxury would be a strong determinant of consumer attitudes in luxury consumption, but the current research did not give any conclusive effects regarding this tension. This could be a result of the conflict between the cost-consciousness trait that is often found in second-hand luxury goods and the price insensitivity of status-seeking consumers, but this should be further researched.

5.2.3 Higher level of second-hand spending and frugality on self-authenticity

As previously mentioned, several researchers have found that second-hand consumers have a stronger motivation to consume more cost-consciously (Cervellon, Carey & Harms, 2012; Kessous & Valette-Florence, 2019; Yurunen & Pöyry, 2019). Furthermore, one of the central motivations of second-hand luxury consumptions is windfall, the motivation to find unexpected bargains or treasured goods (Kessous & Valette-Florence, 2019). This indicates that second-hand luxury consumers are motivated by a high value to price ratio, much like consumers with higher levels of frugality (Lastovicka et al. 1999). Consequently, it is hypothesized that consumers with higher levels of frugality would have higher levels of self-authenticity when moderated by a higher degree of second-hand luxury consumption. Under the assumption that second-hand luxury goods provide a higher value to price ratio, more frugal consumers are expected to experience higher levels of perceived self-authenticity as the consumed goods fall more in line with their personal predispositions and long-term goals (Cavanaugh. 2014; Lastovicka et al. 1999). A negative effect was found in the effect of frugality on self-authenticity when moderated by a higher level of second-hand spending.

The insights from this hypothesis, especially when compared to hypothesis 3a, would give further insights regarding the effect of several personality traits on self-authenticity when there is a higher ratio of second-hand spending in luxury consumption. Contrasted to the hypothesis mentioned before, where a higher degree of second-hand spending and status consumption were not found to give conclusive insights, the current hypothesis would indicate that a higher degree of second-hand spending negatively impacts the relationship between frugality and self-authenticity. This could be a result of the presence of price-consciousness in the frugal consumers as indicated by the research of Cavanaugh (2014), but challenges it by showing a negative effect of this moderation. Although Goor et al. (2019) indicated that consumers would feel less authentic in luxury consumption, this research expands upon it by indicating that frugal consumers would feel less authentic in their luxury consumption when they partake in second-hand consumption to a higher extent than their first-hand consumption.

This again shows the importance of future research regarding personality traits and their specific effects on self-authenticity, especially when second-hand consumption becomes more important.

6. Conclusion

6.1 Research aims

The focus of this research was to find the effects of the personality traits frugality and status-seeking on self-authenticity in luxury consumption. These relationships were further meant to be explored when the consumer felt a higher sense of deservingness towards luxury. Lastly, the relationship of frugality and status-consumption on self-authenticity was explored when moderated by a higher ratio of second-hand spending. Existing literature had mostly focused on exploring self-authenticity in luxury consumption in a first-hand context, and was mainly found to either separately explore consumer intentions or post-purchase consumer attitudes. As such, this research hoped to shine a light on the consumption of luxury as a whole, especially when influenced by several personality types and consumption modes. By having extra focus on the consumer's previous luxury consumption and the ratio of second-hand spending in this consumption, the research could look at both the second-hand luxury context and the first-hand luxury context. Finally, this research hoped to contribute to the field of luxury consumer behavior, especially in a second-hand luxury context. Hence, this study aimed to answer the following research questions:

RQ1: *How does the personality trait of status seeking affect self-authenticity through luxury deservingness in luxury consumption and how is this direct effect of status-seeking on self-authenticity when the ratio of second-hand consumption is higher?*
RQ2: *How does the personality trait of frugality affect self-authenticity through luxury deservingness in luxury consumption and how is this direct effect of status-seeking on self-authenticity when the ratio of second-hand consumption is higher?*

This aim was chosen to expand upon current research in consumer authenticity in luxury, be it first-hand or second-hand. This result was partly achieved, as luxury deservingness was found to be an important indicator of self-authenticity when a consumer felt a higher level of either status-seeking behavior or frugality. This revealed that status-seeking tendencies affect self-authenticity positively in luxury consumption, which was a finding that was not much explored by previous

research. Even more so, luxury deservingness seemed to be a very important concept in defining the consumer attitudes and relationships towards themselves and their consumption. Even when looking at second-hand consumption, it seems to create tension in the consumer's feelings when they are more frugal, but this should be further explored. As such, the upcoming trend of second-hand luxury shopping seems to be an important part of a change in consumer self-authenticity, although further research is necessary to make concrete predictions.

6.2 Theoretical implications

This study hoped to expand upon the domain of research regarding the consumption of luxury and self-authenticity. Furthermore, this study hoped to deepen the current understanding of how the attitudes and feelings of consumers with specific personality traits interact with luxury consumption, be it first-hand or second-hand.

Firstly, our research builds upon current consumer behavior research such as the one by Eastman et al. (1999) about self-authenticity in consumption, where it is stated that consumers feel authentic when they consume in line with their personal goals. Our research has shown that, in line with these theories, consumers with higher levels of status seeking tendencies do indeed feel more authentic when they consume luxury. Just like the research by Eastman et al. (1999) consumers that identified with a pursuit of status felt authentic in their consumption when the items that they bought also signalled status.

Continuing, this research hoped to fill the research gap of the effect of personality traits, namely status-seeking and frugality, on self-authenticity. Although the aforementioned status consumption was found to have positive effects on self-authenticity, frugality did not seem to show conclusive findings. This is not in line with the research done by Lastovicka et al., (1999) as it was stated that frugal consumers would experience negative emotions when they indulged in the consumption of higher-priced goods. This should be explored more however.

Furthermore, our research hoped to contribute to the limited scope of the research regarding luxury deservingness. Cavanaugh (2014) found deservingness to be an important determinant of consumer attitudes towards their consumption. Building upon this research, our research has

found that consumers that experience a higher level of deservingness feel positive in their self-authenticity, even when they are described to be more frugal or status-seeking. This shows the widespread effects that luxury deservingness could have, and opens up the possibility of further research as well, where luxury deservingness and its interaction with consumers should be researched in luxury consumption further.

Finally, the research domain of second-hand luxury was also examined and expanded upon. Previous research such as the one done by Kessous and Valette-Florence (2019) has shown that in a second-hand consumption context, consumers interact with luxury goods in a different manner as opposed to first-hand luxury goods. However, our research has not shown conclusive evidence of different consumer attitudes regarding second-hand luxury consumption when they identify with status-seeking tendencies. However, much in line with the research of Lastovicka et al. (1999), frugal consumers were shown to experience negative feelings of self-authenticity in their luxury consumption when they had a higher ratio of second-hand spending. This might be as a result of the indulgent nature of luxury consumption, but it opens up the possibility for future research regarding frugal consumer behavior in second-hand luxury.

6.3 Practical implications
The practical implications of this research range from small-scale adjustments to wide-scale industry implications. Our findings suggest that the more motivated a consumer is by status, the more likely they are to feel authentic when they partake in luxury consumption. As such, managers or marketers seeking to increase their effectiveness in creating a sense of self-authenticity in their consumers should seek to find customers that identify more with a feeling of status-seeking behaviors and consumption.

Continuing, a significant insight that this research gives is to once again stress the importance of perceived feeling of deservingness in luxury consumption. A large part of the research has shown that consumers that feel more deserving in their luxury consumption are more likely to feel authentic. Furthermore, positive feelings of luxury deservingness even seem to outweigh the individual effects of the personality traits, status-seeking behavior and frugality, in increasing the self-authenticity in luxury consumption. As such, brand communication should seek to establish

a relationship with its consumers that is based on a unilateral feeling of deservingness. In short, this entails that a consumer should feel like they truly deserve to partake in brand co-creation by consuming their goods, and feel deserving in their signalling of the luxury brand's values.

Furthermore, a higher ratio of second-hand spending in luxury consumption does not seem to indicate a higher level of consumer self-authenticity, especially when these consumers identify with higher levels of status-seeking behavior or frugality. Although further research is required. Instead, brand communication should focus more on further increasing the feeling of deservingness instead, as second-hand luxury goods still seem to come with the attributes and values of status that are often associated with luxury.

In short, status-seeking behavior in consumption should be a focal point of brand communication insofar increasing the self-authenticity that a consumer feels when consuming luxury goods. However, when this is not a viable choice, a manager or marketer should instead focus on creating a large sense of deservingness in the consumer's choice to consume luxury goods. How this can be achieved specifically requires further research, but it is still a large part of increasing self-authenticity in luxury consumers.

6.4 Limitations and future research
Firstly, our sample size could be argued to possibly limit the validity of our research in the sense that the sample population might not be as representative for the population of luxury consumers as a whole. Luxury consumers exist in all facets of life and are a varied group of people. As convenience sampling was used by the researchers, our sample mostly consisted of highly educated people in low income groups. Along with the lack of a random sample, this is also not representative of the luxury consumer market, which has always consisted of mostly older age groups in higher income groups.

Continuing, our study took a general scope for the meaning of luxury. Future research may consider specific definitions of luxury for distinguishing differences between what is considered to be perceived as luxury, as to reduce confusion when completing the questionnaire. In the future, it could be beneficial for the research to instead lead with an example of a luxury good

that has been pretested to confirm the presence of luxury values and attributes. However, luxury is subjective, and this research may build upon the current definition of what luxury is.

Going further, a possible limitation in regard to the variable frugality in this sample, as most of the respondents identified with lower income groups. Whereas the literature regarding frugality clearly indicates that frugal people, when given a choice, will usually be more cost-conscious, a lower income group could limit this luxury of choice. In short, the low income could mean that consumers feel more frugal, when in fact they do not have a choice but to be more frugal than consumers in a higher income group. As such, the reliability of this variable could be called into question, as frugality is not a choice. This could again be solved by having a larger sample size with a more diverse distribution of income groups. Two items also had to be deleted from the frugality scale created by Lastovicka et al. (1999) as they related too closely to second-hand consumption and introduced problems with multicollinearity.

Finally, the scale by Goor et al. (2019) that was used to measure self-authenticity might have been substituted by a more inclusive scale. As it stands, the five-item scale is not as expansive as it could be to measure such a complex personal relationship towards consumption. Instead, a more inclusive scale could have been beneficial in identifying the effects on self-authenticity. However, validity analysis of the scale still indicated it to be fit to use in the current research. Nevertheless, future research should take this into account so it could expand upon the current research.

Future research not only has the possibility to improve in research design, but also in research direction. The current research gives a good foundation regarding the strong positive effects of status-seeking consumption in luxury consumption. However, no significant effects were found to indicate how this personality trait influences consumer behavior in second-hand luxury consumption. As such, future research should look at the specific direct effects of status-consumption on consumer attitudes towards second-hand luxury consumption.

Furthermore, future research should also expand on the strong relationship between luxury deservingness and self-authenticity. Again, although this research did not have conclusive

evidence to suggest a significant effect in second-hand luxury consumption, future research could explore luxury deservingness in second-hand luxury consumption more.

All in all, the current research lays a strong foundation, but should be expanded on in a more conclusive manner regarding the specific consumer attitudes and feelings when consuming second-hand luxury. In this future research, a distinction should be further researched between first-hand luxury and second-hand luxury consumption.

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Appendix A - Survey

Opening text

"Hello everyone!

Thank you for agreeing to take part in this study. We are David Schmidt and Pim Kastermans, Master's students (MSc) in International Marketing & Brand Management at Lund University, Sweden. As part of our master's thesis, we are conducting a survey among luxury consumers. This study is designed to help us identify the relationship between second-hand consumption, luxury, frugality, and status consumption.

This study should not take more than 10 minutes to complete. Please note that you must be between the ages of 18 and 65 and have participated in luxury consumption.

At the end of this survey, you are welcome to leave your email address for a chance to win an Amazon gift card worth 100 SEK or €10. Two respondents will be chosen at random and contacted in approximately 14 days. Entering the survey several times will not increase your chances of winning.

If you have any questions or thoughts, please contact us:
David Schmidt, da6367sc-s@student.lu.se
Pim Kastermans, pi3441ka-s@student.lu.se

Demographic questions

Questions	Scales
What is your gender?	0="male", 1="female", 2="nonbinary", 3="prefer not to say", 4="other"
What is your age?	0="18-25", 1="26-35", 2="36=45", 3="46-55"
What is your level of education?	0="Primary education", 1="Secundary education/ high school", 2= "Undergraduate/ bachelor's degree", 3="Graduate/ master's degree", 4="Doctorate"
What is your income group in euros (10SEK = 1 EUR approx.)	0="0-9999", 1="10000-29999", 2="30000-49999", 3="50000-99999", 4="100000+"
Have you purchased any luxury products?	0="yes", 1="no"
Of your luxury purchases, how much can approximately be allocated to second-hand luxury	Nominal ratio scale from 0% to 100%.

Frugality scale (Lastovicka et al., 1999)

All items were to be rated on a 7-point Likert scale from 1 (Disagree very strongly) to 7 (Agree very strongly)

- If you take good care of your possessions, you will definitely save money in the long run
- There are many things that are normally thrown away that are still quite useful
- Making better use of my resources makes me feel good
- Please pick choice number 4. (Control question)
- If you can re-use an item you already have, there's no sense in buying something new
- I believe in being careful in how I spend my money
- I discipline myself to get the most from my money

- I am willing to wait on a purchase I want so that I can save money
- There are things I resist buying today so I can save for tomorrow

Status Consumption scale (Eastman, Goldsmith & Flynn (1999)
All items were to be rated on a 7-point Likert scale from 1 (Disagree very strongly) to 7 (Agree very strongly). Items noted with * are coded inversely.
- I would buy a product just because it has status.
- I am interested in new products with status.
- I would pay more for a product if it had status.
- The status of a product is irrelevant to me*
- A product is more valuable to me if it has snob appeal

Deservingness
All items were to be rated on a 7-point Likert scale from 1 (Not at all) to 7 (Very much).
- With luxury goods, to what extent do you feel you deserve to reward yourself
- With luxury goods, to what extent do you feel you deserve to treat yourself to nice things
- With luxury goods, to what extent do you feel you deserve to indulge yourself a little
- With luxury goods, to what extent do you feel you deserve to buy something special for yourself

Self-authenticity scale (Goor et al., 2019)
All items were to be rated on a 7-point Likert scale from 1 (Not at all) to 7 (Very much). Items noted with * are coded inversely
- When consuming luxury, I feel authentic
- When consuming luxury, I feel honest
- When consuming luxury, I feel true to myself
- When consuming luxury, I feel fake*
- When consuming luxury, I feel like an impostor*

Appendix B - Mean and standard deviation

Items	Mean	Standard Deviation
What is your gender?	0.504	0.5
What is your age?	27.17	7.449
Income	2.696	1.436
What is Your Level Of Education?	2.348	0.67
Of your luxury purchases approximately how much of it can be allocated to second-hand?	39.852	28.854
Frugality		
If you take good care your possessions will definitely save money in the long run	6.119	0.982
Making better use of my resources makes me feel good	5.963	1.131
I believe in being careful in how spend money	5.519	1.299
I Discipline Myself To Get The Most From My Money	5.104	1.351
I am willing to wait on a purchase I want so that I can save money	5.341	1.456
There are things I resist buying today so I can save for tomorrow	5.244	1.689
Status Seeking Tendencies		
I Would Buy A Product Just Because It Has Status	3.822	1.703
I am interested in new products with status	4.156	1.558
I would pay more for a product if it has status	4.178	1.619

The status of a product is irrelevant to me	3.867	1.677
A product is more valuable to me if it has snob appeal	3.644	1.938
Luxury Deservingness		
With luxury goods to what extent do feel deserve to reward yourself	5.311	1.214
With luxury goods to what extent do you feel you deserve to treat yourself to nice things	5.259	1.235
With luxury goods to what extent do feel deserving	5.007	1.325
With luxury goods to what extent do you feel you deserve to buy	5.17	1.308
Self-authenticity		
When consuming luxury I feel authentic	4.341	1.638
When consuming luxury feel honest	4.126	1.608
When consuming luxury I Feel True To Myself	4.348	1.574
When consuming luxury I feel fake	4.904	1.729
When consuming luxury I feel like an impostor	4.956	1.865

Appendix C - Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Frugality -> Luxury deservingness	0.383	0.403	0.082	4.687	0
Frugality -> Self Authenticity	0.053	0.048	0.075	0.715	0.237
Frugality SHratio mod -> Self Authenticity	-0.3	-0.287	0.077	3.901	0
Luxury deservingness -> Self Authenticity	0.477	0.476	0.074	6.446	0
Second hand purchases -> Self Authenticity	0.197	0.194	0.067	2.947	0.002
Statcon SHratio mod -> Self Authenticity	-0.016	-0.014	0.059	0.278	0.39
Status consumption -> Luxury deservingness	0.326	0.328	0.079	4.106	0
Status consumption -> Self Authenticity	0.384	0.386	0.07	5.453	0

Appendix D - Indirect effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Frugality -> Luxury deservingness -> Self Authenticity	0.182	0.192	0.05	3.614	0
Status consumption -> Luxury deservingness -> Self Authenticity	0.155	0.154	0.039	3.948	0

Appendix E - Correlation matrix

	Gender	Age	Income	Edu	SHRatio	Frug1	Frug2	Frug3	Frug4	Frug5	Frug6	Stat1	Stat2	Stat3	Stat4	Stat5	LuxDes1	LuxDes2	LuxDes3	LuxDes4	Auth1	Auth2	Auth3	Auth4	Auth5
Gender	1																								
Age	0.184	1																							
Income	0.192	0.621	1																						
Edu	0.295	0.254	0.233	1																					
SHRatio	0.128	0.105	0.194	-0.085	1																				
Frug1	0.135	-0.134	-0.132	0.241	-0.159	1																			
Frug2	0.085	-0.092	-0.194	0.232	-0.238	0.664	1																		
Frug3	-0.014	-0.162	-0.205	0.056	-0.128	0.358	0.487	1																	
Frug4	-0.099	0.023	0.043	0.05	-0.034	0.208	0.342	0.535	1																
Frug5	-0.042	-0.096	-0.074	0.076	0.119	0.334	0.345	0.482	0.389	1															
Frug6	-0.111	-0.211	-0.54	-0.206	0.095	0.045	0.183	0.182	-0.047	0.273	1														
Stat1	0.079	0.081	0.217	-0.004	-0.091	-0.049	-0.084	-0.086	0.053	-0.056	-0.278	1													
Stat2	0.09	0.069	0.233	0.012	0.103	0.002	0.007	-0.098	0.144	-0.049	-0.273	0.613	1												
Stat3	0.045	0.119	0.233	-0.009	-0.047	0.057	-0.053	-0.111	-0.002	0.091	-0.238	0.627	0.597	1											
Stat4	0.054	-0.157	0.066	0.127	-0.16	0.005	0.048	-0.098	-0.134	0.076	-0.151	0.067	0.212	0.202	1										
Stat5	-0.045	0.194	0.366	-0.03	0.041	-0.192	-0.263	0.017	0.175	-0.007	-0.41	0.582	0.519	0.523	-0.012	1									
LuxDes1	0.071	0.189	0.25	0.222	-0.104	0.162	0.159	0.123	0.206	0.078	-0.171	0.177	0.209	0.153	0.166	0.198	1								
LuxDes2	0.148	0.041	0.036	0.177	-0.196	0.353	0.367	0.161	0.255	0.14	-0.18	0.261	0.26	0.24	0.153	0.134	0.677	1							
LuxDes3	0.028	0.133	0.134	0.131	-0.186	0.318	0.346	0.105	0.161	0.114	-0.084	0.319	0.258	0.331	0.167	0.148	0.537	0.61	1						
LuxDes4	0.061	0.074	-0.055	0.152	-0.158	0.192	0.284	0.122	0.132	0.036	0.092	0.266	0.187	0.185	0.058	0.036	0.592	0.619	0.602	1					
Auth1	0.044	0.148	0.242	0.034	-0.057	0.159	0.023	0.035	0.151	-0.024	-0.37	0.377	0.435	0.452	0.097	0.439	0.464	0.546	0.391	0.353	1				
Auth2	-0.088	0.126	0.286	0.09	0.077	0.221	0.092	0.047	0.158	0.102	-0.314	0.298	0.412	0.376	0.069	0.352	0.401	0.439	0.323	0.377	0.709	1			
Auth3	0.031	0.141	0.207	-0.017	0.185	0.05	-0.076	-0.067	0.049	-0.029	-0.141	0.274	0.322	0.278	0.032	0.271	0.525	0.434	0.315	0.428	0.663	0.697	1		
Auth4	-0.064	-0.084	-0.101	0.246	-0.245	0.199	0.271	0.059	0.09	0.045	-0.038	-0.121	0.047	0.017	0.238	-0.145	0.279	0.365	0.22	0.266	0.108	0.082	0.157	1	
Auth5	-0.04	-0.101	-0.179	0.261	-0.288	0.278	0.357	0.104	0.087	0.003	-0.013	-0.149	-0.003	-0.046	0.199	-0.263	0.206	0.378	0.222	0.255	0.032	0.007	-0.01	0.784	1