

Extrinsic and intrinsic motivational drivers of online second-hand luxury purchases

Nan Liu¹, Nor Asiah Omar^{1*}, Xin-Jean Lim^{2,3} and Nadzirah Rosli¹

¹*Faculty of Economics and Management, Universiti Kebangsaan Malaysia, Malaysia*

²*Business School, Sun Yat-Sen University, China*

³*School of Business and Economics, Universiti Putra Malaysia, Malaysia*

* Corresponding author: norasiah@ukm.edu.my

Abstract

The second-hand luxury market in China has experienced substantial growth, primarily driven by Generation Y's engagement with online platforms. Despite this expansion, it faces significant trust erosion due to fraud and counterfeit concerns, underscoring the need to explore the external and internal factors influencing the second-hand luxury market. In response, this study presents a conceptual model based on the Theory of Planned Behavior and Self-Determination Theory to examine the extrinsic and intrinsic motivational factors influencing online second-hand luxury purchases on the Xianyu app. Analyzing 816 data samples via SPSS and PLS-SEM, the findings indicate that the willingness to purchase second-hand luxury is positively influenced by perceived behavioral control, attitude, and reference group influence. Extrinsic factors enhance perceived behavioral control, while intrinsic factors, except for critical motivations, are positively influenced by reference groups. This study provides valuable academic insights and practical guidance, enabling Asian businesses to better understand and effectively promote second-hand luxury purchases.

Keywords: Second-hand luxury, Extrinsic motivations, Intrinsic motivations, Online purchase, Theory of planned behavior, Self-determination theory.

Introduction

The concept of second-hand luxury goods has gained significant traction in recent years, reflecting a broader shift in consumer behavior. In general, second-hand luxury refers to high-end branded items that have been previously owned and are now available for resale through alternative platforms, rather than traditional luxury brand stores (Sihvonen and Turunen, 2016). This market, especially in Asia, has seen rapid growth, with China leading the way. Notably, the Chinese second-hand luxury market is expanding at a much faster rate than the traditional luxury sector. This expansion is driven by evolving consumer preferences and the rise of online resale platforms. According to Ki et al. (2024), the second-hand luxury market grows at an annual rate of 12%, compared to just 3% for traditional luxury goods. By 2025, this sector is expected to reach a value of 208 billion yuan, further influencing global luxury sales (D'Arpizio and Levato, 2022).

However, this fast-paced growth comes with challenges. The second-hand luxury market, particularly in Asia, faces issues such as changing consumer preferences (Taghinia, 2024), concerns over product authenticity (Pandey et al., 2024), and the prevalence of counterfeit goods (Luo and Park, 2024). Furthermore, buyer-seller disputes (Hasan et al., 2022) are a persistent issue in the second-hand luxury market. These disputes can negatively impact the overall customer experience and deter potential buyers. To maintain consumer trust is equally challenging (Swazan and YOUN, 2024), as buyers need reassurance about the authenticity and quality of pre-owned luxury items. Tackling these challenges is essential for the ongoing success of the second-hand luxury market, particularly in China, which significantly influences global market dynamics.

One key demographic driving this change is Generation Y, characterized by a notable departure from traditional consumption patterns. Generation Y, comprising those born between the early 1980s and mid-1990s, has emerged as an influential consumer group. They exhibit a strong interest in second-hand luxury goods, driven by factors such as sustainability, cost savings, and brand access (Aycock et al., 2023). Despite their growing influence, research specifically focusing on Generation Y's consumption of second-hand luxury goods remains limited. This group's distinct values and purchasing motivations warrant deeper exploration, particularly given their influence on future market trends.

In this context, the Xianyu app, a leading consumer-to-consumer (C2C) platform in China, plays a critical role. Xianyu has rapidly become a key player in the second-hand luxury market, offering a wide range of pre-owned luxury goods. As part of the Alibaba ecosystem, Xianyu boasts a transaction volume exceeding 200 billion CNY and a seller base of over 30 million users (Gu et al., 2023). Its prominence makes it an ideal platform to explore consumer purchasing behavior in the online second-hand luxury market. Through Xianyu, we can better understand the factors driving Generation Y's interest in these goods and the broader market dynamics in China.

To examine consumer purchasing behavior in this market, our study adopts an integrated theoretical framework combining the Theory of Planned Behavior (TPB) and Self-Determination Theory (SDT). TPB provides a foundation for understanding how beliefs influence behavior, while SDT offers insights into the intrinsic and extrinsic

motivations driving individual actions (Wang et al., 2024). Previous research (Ki et al., 2024) has shown that attitudes toward online second-hand luxury (OSHL) purchases, shaped by product attributes, personal values, and platform features, affect repurchase intentions. However, there is a gap in examining how both intrinsic and extrinsic motivational factors influence consumer decisions, particularly among Generation Y. Through the integration of TPB and SDT, we aim to provide a more comprehensive understanding of the motivational factors driving Generation Y's willingness to purchase second-hand luxury products online. This theoretical approach not only enhances our understanding of consumer intentions but also contributes to the broader literature on the second-hand luxury market.

Literature Review

This study is grounded in Self-Determination Theory (SDT) and the Theory of Planned Behavior (TPB), which serve as its foundational frameworks. Both frameworks provide critical insights into understanding consumer behavior in the second-hand luxury market, particularly among Generation Y. This section reviews each theory and explains how they relate to the hypotheses proposed in this research.

Self-Determination Theory (SDT)

Self-Determination Theory (SDT), developed by Deci and Ryan (1985), views individuals as proactive, seeking behaviors that promote self-determination, satisfaction, and well-being. SDT emphasizes three key psychological needs: autonomy (the sense of control over one's actions), competence (the desire for mastery), and relatedness (the need for connection with others). The theory outlines a motivational continuum, from intrinsic to extrinsic motivations, based on the level of autonomy. Intrinsic motivation involves engaging in activities for inherent satisfaction, such as enjoyment or personal achievement. In contrast, extrinsic motivation refers to actions driven by external rewards like money, recognition, or grades (Ryan and Deci, 2000; Ryan and Deci, 2020).

SDT has become a key theory for understanding human motivation, basic psychological needs, and well-being, offering insights into personality and social behavior (Ryan and Deci, 2022). Online, perceived usefulness reflects extrinsic motivation, highlighting the internet's advantages in attracting consumers, while enjoyment represents intrinsic motivation (Lee et al., 2005). Research into extrinsic and intrinsic motivations in luxury adoption is still emerging, with recent studies underscoring their impact on behavior intentions (Shahid and Paul, 2021). Kim-Vick and Cho (2024) used SDT to demonstrate that Gen Z consumers' online purchases of second-hand luxury goods are driven by intrinsic factors (e.g., sustainability) and internalized extrinsic factors (e.g., status signaling, taste expression).

Extrinsic Motivational Factors and Perceived Behavioral Control

Aligned with SDT, extrinsic motivations significantly influence consumer behavior (Cassia and Magno, 2024). The Xianyu app by Alibaba Group stands out for its ease of use and shared accounts with Taobao, enhancing transaction security through Alipay. Yanhuobao, an independent third-party institution, verifies product authenticity (SUN,

2023). Together, Alipay and Yanhuobao help users avoid scams. Key extrinsic motivational factors for purchasing second-hand luxury goods on Xianyu include perceived ease of use, perceived usefulness, and third-party recognition.

Perceived ease of use refers to the minimal effort required to effectively use technology (Abbes et al., 2020). In the Xianyu app, this relates to how simple and intuitive it is for users to navigate, transact, and complete tasks. Perceived behavioral control (PBC), as defined by Ajzen (1991), reflects an individual's confidence in performing a behavior. Stolz (2022) applies this to second-hand luxury purchases online, where PBC involves users' confidence in navigating the app and overcoming barriers. Perceived ease of use significantly impacts consumer engagement and control during these purchases. Nabila et al. (2023) emphasize that a user-friendly interface encourages positive purchasing behaviors, while Hansen et al. (2018) highlight its influence on PBC and usage intentions in social network transactions. In the context of second-hand luxury purchases on Xianyu, a user-friendly interface enhances consumers' sense of behavioral control. Thus, we propose H1a:

H1a There is a positive relationship between perceived ease of use and perceived behavioral control in using the Xianyu app for second-hand luxury purchases.

Perceived usefulness refers to an individual's belief that using a website or app will enhance performance or save time (Abbes et al., 2020). For the Xianyu app, it reflects users' perceptions of how effectively the app facilitates acquiring second-hand luxury items. As an extrinsic motivator, perceived usefulness significantly influences consumer decision-making, aligning with the concept of extrinsic motivation, which focuses on external benefits (Ryan and Deci, 2000). Studies highlight that perceived usefulness shapes intentions and encourages technology adoption (Malik and Annuar, 2021). Horst et al. (2007) also showed that perceived behavioral control affects the perceived usefulness of e-services. Therefore, if consumers find second-hand luxury items on Xianyu useful, their perceived control over purchasing decisions will likely increase. Thus, we propose H1b as follows:

H1b There is a positive relationship between perceived usefulness and perceived behavioral control in using the Xianyu app for second-hand luxury purchases.

Third-party recognition refers to certification or acknowledgement from reputable sources, enhancing credibility and trust (Abbes et al., 2020). On the Xianyu app, third-party recognition, such as trusted payment methods like Alipay and independent evaluators like Yanhuobao, reduces risks and boosts consumer confidence. This recognition helps address concerns regarding product authenticity, a key perceived risk in second-hand luxury purchases (Turunen and Leipämaa-Leskinen, 2015), and indirectly affects perceived behavioral control. Ou and Sia (2010) found that third-party recognition lowers perceived risks in online transactions, encouraging purchasing decisions and increasing security. Thus, it is reasonable to propose a positive relationship between third-party recognition and consumers' perceived behavioral control on Xianyu for second-hand luxury purchases. Consequently, we posit H1c as follows:

H1c There is a positive relationship between third-party recognition and perceived behavioral control in using the Xianyu app for second-hand luxury purchases.

Intrinsic Motivational Factors and Reference Group Influence

Intrinsic motivations exemplify autonomous behavior and closely connect with consumer decision-making, shaped by personal preferences and values (Ryan and Deci, 2020). Recent research has increasingly explored the link between intrinsic motivations and luxury purchasing behaviors (Ruan et al., 2022). In the realm of online second-hand luxury goods, consumer-centric intrinsic motivational factors include economic, critical, and hedonic motivations (Almeida, 2019). Cassia and Magno (2024) and Tandon et al. (2020) affirmed that intrinsic motivations positively influence consumer attitudes, aligning with SDT and TPB insights on behavior.

Economic motivations in consumer behavior involve price sensitivity, focusing on cost reduction, fair pricing, and obtaining value (Padmavathy et al., 2019). In second-hand luxury purchases, this motivation drives the desire for high-end items at lower prices. Stolz (2022) found that economic motivation positively affects attitudes toward second-hand luxury. Additionally, luxury purchase behavior is strongly influenced by reference groups, with social norms from family and peers playing a key role (Shukla, 2012). Reference group influence shapes evaluations and behaviors through informational, utilitarian, and value-expressive dimensions (Park and Lessig, 1977; Mitchell and Kowalczyk, 2021). Research suggests attitudes often align with group opinions (Hall et al., 1986), with group norms driving intention (Smith and Terry, 2003). This indicates that consumers with strong economic motivations may be more influenced by reference groups in their decision to buy second-hand luxury goods. Therefore, the following hypothesis is posited:

H2a There is a positive relationship between economic motivations and reference group influence in second-hand luxury purchases through the Xianyu app.

Critical motivations, encompassing ethical and ecological concerns and a preference for non-traditional shopping channels (Guiot and Roux, 2010), play a pivotal role in second-hand luxury purchases. These motivations involve a conscious decision to support sustainability by opting for pre-owned luxury items, focusing on minimizing waste and promoting a circular economy. Stolz (2022) and Rodrigues et al. (2023) found that ethical and environmental concerns positively influence attitudes toward second-hand products. Consequently, it is anticipated that consumers with strong critical motivations may be influenced by reference groups in their purchasing decisions. Specifically, we hypothesize the following:

H2b There is a positive relationship between critical motivations and reference group influence in second-hand luxury purchases through the Xianyu app.

Hedonic motivations are emotions of pleasure and enjoyment derived from purchasing process (Padmavathy et al., 2019). These motivations focus on the joy of discovering unique items, offering emotional gratification, social connections, and a sense of uniqueness inherent in second-hand luxury. Won and Kim (2020) and Yeap et al. (2022) found that hedonic motivations significantly affect consumer attitudes towards fashion-sharing and C2C platforms, respectively. Given that attitudes are often shaped by prevailing opinions within reference groups, it is likely that consumers with strong hedonic motivations are influenced by reference groups when shopping for second-

hand luxury goods online. Hence, we propose:

H2c There is a positive relationship between hedonic motivations and reference group influence in second-hand luxury purchases through the Xianyu app.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) provides a strong framework for understanding consumer behavior, asserting that behavioral intentions are influenced by attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). TPB effectively predicts behaviors like luxury purchases, as it highlights deliberate information processing (Stolz, 2022). The strength of intention is a strong predictor of behavior (Rodrigues et al., 2023), though the impact of TPB constructs varies across cultures and behaviors, particularly subjective norms in collectivist societies (Han and Stoel, 2017; Borusiak et al., 2020). Studies by Tangri and Yu (2023), Gonçalves (2023), and Yang et al. (2024) have applied TPB to examine second-hand luxury purchases and sustainable fashion.

Perceived Behavioral Control and Attitude

Attitude, as conceptualized by Ajzen (1991), encompasses an individual's evaluative stance toward a behavior, manifesting either as positive or negative. When an individual perceives their action as beneficial, this perception may lead to the enactment of such behavior (Das et al., 2023). Attitude towards purchasing second-hand luxury means an individual's emotional assessment and readiness to engage, trust, and buy based on their perceptions.

Perceived behavioral control, a key element of TPB, positively correlates with attitudes, influencing consumer intentions and actions (Wang et al., 2020). Ho et al. (2022) further demonstrated that PBC modulates the relationship between attitudes and behavioral intentions. Hence, it is inferred that PBC impacts Chinese consumers' attitudes towards buying second-hand luxury goods on the Xianyu app. Accordingly, we posit:

H3 There is a positive relationship between perceived behavioral control and attitude towards using the Xianyu app for second-hand luxury purchases.

Reference Group Influence and Attitude

According to Ding et al. (2020), reference groups significantly influence individual beliefs, attitudes, and decisions. This influence primarily stems from individuals' inherent tendency to use their group as a benchmark for self-evaluation, ensuring that their behaviors align with group norms (Risselada et al., 2014). The collective evidence emphasizes the potential of reference group influence to shape consumers' attitudes toward second-hand luxury products. Thus, the following hypothesis is proposed:

H4 There is a positive relationship between reference group influence and attitude towards second-hand luxury purchases using the Xianyu app.

Perceived Behavioral Control and Willingness to Purchase

Consumers' willingness to purchase reflects their intended effort in performing a behavior, which is directly linked to intention strength and execution (Singh and Sinha, 2020). The TPB supports the direct relationship between PBC and behavioral intentions. Rodrigues et al. (2023) found that PBC positively impacts consumers' intention to buy second-hand goods. Therefore, this study suggests that PBC is a key determinant of consumers' willingness to purchase second-hand luxury items through the Xianyu app, leading to the introduction of H5 as follows:

- H5** There is a positive relationship between perceived behavioral control and willingness to purchase second-hand luxury products using the Xianyu app.

Attitude and Willingness to Purchase

Yeap et al. (2022) found that attitude significantly influences purchase intentions toward second-hand clothing on C2C platforms. Borges (2023) further corroborated the substantial impact of attitude on purchase intentions within the second-hand luxury market. Drawing on these insights, this study posits that attitude plays a critical role in shaping consumers' willingness to buy second-hand luxury products through the Xianyu app. Therefore, H6 is formulated as follows:

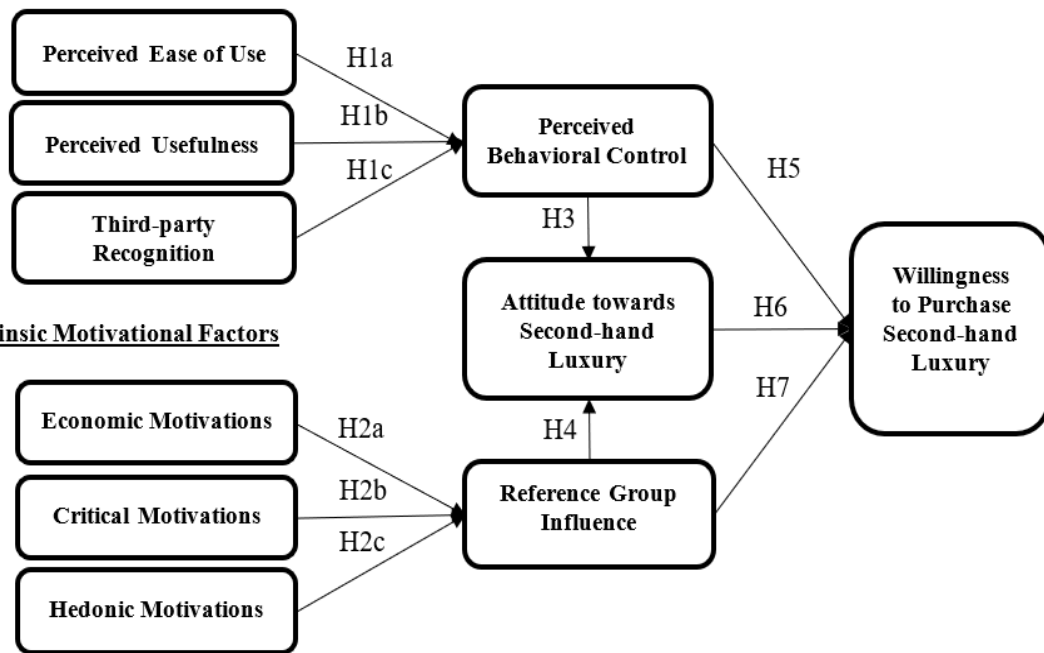
- H6** There is a positive relationship between attitude and willingness to purchase second-hand luxury products using the Xianyu app.

Reference Group Influence and Willingness to Purchase

Consumer decision-making is significantly influenced by reference groups within online communities, beyond individual attitudes and cognition (Ding et al., 2020). Additionally, Kowalczyk and Mitchell (2022) found that this influence indirectly affects purchase intentions in the luxury brand sector. Considering these findings, we argue that reference group influence positively correlates with consumers' willingness to purchase second-hand luxury products via the Xianyu app and put forward H7 as follows:

- H7** There is a positive relationship between reference group influence and willingness to purchase second-hand luxury products using the Xianyu app.

Figure 1 illustrates the relationships between the variables in this study and the corresponding hypotheses. It is also worth noting that mediating effects were not considered in this study to maintain clarity and focus on the direct relationships between key variables, such as perceived behavioral control, motivations, and reference group influence. This approach aligns with the theoretical frameworks of Self-Determination Theory (SDT) and the Theory of Planned Behavior (TPB), which emphasize the direct predictors of behavior.

Figure 1: Research framework**Extrinsic Motivational Factors****Methodology****Research Context and Respondents**

This quantitative study employed purposive sampling to collect data from Chinese respondents born between 1980 and 1999 who are active users of the Xianyu app. Prospective participants were screened to confirm their status as current Xianyu users completing the survey. This rigorous selection process aligned the sample with the research objectives and mitigated potential sampling errors (Saunders and Lewis, 2012).

The sample size was determined based on statistical power analysis and established guidelines to ensure sufficient data for reliable results. First, the sample size was calculated using G*Power 3.1.9.7 software (Faul et al., 2007) to ensure sufficient statistical power for the regression analysis. With an effect size of 0.15, a 5% margin of error, an 80% power level, and 7 predictors (Hair et al., 2022), the analysis indicated a minimum required sample size of 114 respondents. In addition, Gorsuch's (1983) recommendation of a 1:5 item-to-respondent ratio, with a goal of 1:10, was also considered to ensure an adequate sample size for robust data analysis. To meet both criteria, 900 questionnaires were distributed, and 816 valid responses were finalized after data cleaning, which exceeded both the statistical and practical guidelines for sample adequacy.

Targeting Generation Y (born 1980-1999) was crucial as this cohort possesses significant purchasing power, making them a key luxury market segment (Lissitsa and Kol, 2016). They are known to be influenced by the bandwagon effect, with peer influence, celebrities, and social media shaping their brand preferences (Eastman et al.,

2018). Their propensity for online luxury shopping and digital proficiency positions them as the primary market for second-hand luxury goods (Erdogmus et al., 2021). Data from the Xianyu app further confirms that individuals aged 26–30 are the most active participants in the second-hand luxury market (Li, 2022). These factors led to the focus on Generation Y Xianyu app users.

Measures and Data Collection

The study employed multi-item scales from existing literature, appropriately modified for the research context, for reflective measurement of all constructs. To mitigate common method bias, different Likert scales were used for exogenous and endogenous constructs (Podsakoff et al., 2003). A 5-point scale was used extrinsic and intrinsic factors, while a 7-point scale measured perceived behavioral control, attitudes, reference group influence, and willingness to purchase second-hand luxury. The marker variable, attitude toward the color blue (Miller and Simmering, 2023), was measured using a 7-point Likert scale to assess common method variance.

A pre-test was conducted by distributing the questionnaire to a panel of 10 marketing experts and Generation Y Xianyu app users. The panel assessed the relevance of the conceptual framework and the suitability of the terminology, providing feedback in the form of suggestions, criticisms, and comments. After incorporating their input, 50 revised questionnaires were distributed via social media platforms during the pilot test phase. The aim was to evaluate the reliability and validity of the questionnaire constructs. Based on the pilot test findings, further modifications were made before the actual data collection.

The online survey using the final version of the questionnaire was administered via the widely used Chinese platform ‘Sojump’ (www.sojump.com) (Zhang et al., 2021). An introductory letter clarified the study’s purpose. To ensure accuracy, the questionnaire underwent back-translation (Brislin, 1970), enabling contextualization for the Chinese setting. The survey consisted of six sections: Section A captured Xianyu usage, Sections B to D measured theoretical constructs, Section E explored consumer personality, and Section F collected demographics. Ethical considerations were strictly adhered to throughout the study, including obtaining informed consent from all participants and ensuring the confidentiality of their responses. In addition, ethical approval from the Ethics Committee of the main researcher’s institution was also obtained (Ethics Reference No: JEP-2024-394).

Results

Measurement Model Assessment

Prior to hypothesis testing, the study assessed construct reliability and convergent validity. Internal consistency was gauged using Cronbach’s alpha, composite reliability, and average variance extracted (AVE) (Sarstedt et al., 2023). All outer loadings surpassed 0.70, confirming indicator reliability (e.g., see Table 1). The AVE values above 0.5 established convergent validity (Hair et al., 2022).

For evaluating discriminant validity, the study employed the Heterotrait-Monotrait (HTMT) ratio criterion. As shown in Table 2 revealed that all HTMT values were below the 0.85 threshold, indicating satisfactory discriminant validity (Sarstedt et al., 2023). Overall, the analysis demonstrates that our measurement model exhibits adequate reliability and meets the necessary criteria for both convergent and discriminant validity.

Higher-order Construct Assessment

The study examined four second-order reflective-formative constructs: Economic, Critical, Hedonic Motivations, and Reference Group Influence. Redundancy analysis confirmed their convergent validity with robust path coefficients: Economic Motivations (0.762), Critical Motivations (0.740), Hedonic Motivations (0.822), and Reference Group Influence (0.775), indicating over 50% variance explained in their sub-dimensions (Cheah et al., 2018). VIF analysis showed no significant collinearity, with all values below 3 (Sarstedt et al., 2023). Table 4 showed significant effects across the sub-dimensions of all four constructs ($p < 0.05$). The constructs accounted for >50% of variance in their sub-dimensions. The findings affirm the second-order constructs' strong validity and effective capture of the intended dimensions.

Structural Model Assessment

We assessed the relevance and strength of the relationships within the structural model. Path analysis provides robust evidence of notable relationships among key constructs, detailed below in Table 5. Ease of Use notably influences Perceived Behavioral Control ($\beta = 0.176$; $P < .01$), supporting H1a. Similarly, Perceived Usefulness positively impacts Perceived Behavioral Control ($\beta = 0.193$; $P < .01$), upholding H1b. Third-party Recognition also positively contributes to Perceived Behavioral Control ($\beta = 0.169$; $P < .01$), confirming H1c. Economic Motivations remarkably affect Reference Group Influence ($\beta = 0.263$; $P < .01$), supporting H2a. In contrast, Critical Motivations do not exhibit a meaningful effect ($\beta = 0.054$; $P = 0.209$), thus not supporting H2b. However, Hedonic Motivations substantially enhance Reference Group Influence ($\beta = 0.373$; $P < .01$), supporting H2c. Furthermore, Perceived Behavioral Control has an essential impact on both Attitude ($\beta = 0.181$; $P < .01$) and Willingness to Purchase ($\beta = 0.214$; $P < .01$), corroborating H3 and H5, respectively. Reference Group Influence also shows a pronounced positive effect on both Attitude ($\beta = 0.421$; $P < .01$) and Willingness to Purchase ($\beta = 0.318$; $P < .01$), verifying H4 and H7. Lastly, Attitude towards Second-hand Luxury Products positively influences Willingness to Purchase ($\beta = 0.206$; $P < .01$), affirming H6.

Collinearity was assessed using VIF values, all below 5, indicating no issues (Hair et al., 2019). R-squared values ranged from 0.199 to 0.369, showing that the model captures a sufficient amount of variance. Effect sizes (f^2) ranged from 0.003 to 0.180, with Critical Motivations on Reference Group Influence showing a minimal effect size (0.003). Q^2 values between 0.158 and 0.258, all above zero, further affirm the model's strong predictive power (Hair et al., 2019). As a whole, the analysis confirms meaningful linkages among constructs, except for Hypothesis H2b, supporting the model's robustness.

Table 1: Assessment of measurement model

Latent Variable	Coding	Measurement Item	Loading	Cronbach's α	Composite Reliability	AVE
Perceived Ease of Use (Abbes et al., 2020)	PEU1	Learning to use Xianyu app would be easy for me.	0.903	0.918	0.942	0.803
	PEU2	My interaction with Xianyu app was clear and understandable.	0.909			
	PEU3	I found Xianyu app easy to use.	0.903			
	PEU4	I think Xianyu app is easy to use.	0.868			
Perceived Usefulness (Abbes et al., 2020)	PU1	Using Xianyu app can improve my shopping performance (save shopping time/effort or buying cost) in searching and buying second-hand luxury products.	0.825	0.842	0.894	0.678
	PU2	Using Xianyu app can increase my shopping productivity in searching and buying second-hand luxury products.	0.836			
	PU3	Using Xianyu app can enhance my shopping efficiency in searching and buying second-hand luxury products.	0.845			
	PU4	Using Xianyu app can enable me to search for and purchase second-hand luxury products compared to other apps more easily.	0.786			
Third-party Recognition (Abbes et al., 2020)	TPR1	Xianyu app is recognized by well-known reputable third parties.	0.866	0.885	0.928	0.812
	TPR2	There are reputable third-party bodies insuring transactions with Xianyu app.	0.926			
	TPR3	I believe that the third-party recognition for Xianyu app is effective.	0.910			
Economic Motivations (Guiot and Roux, 2010)	Gratificative Role of Price					
	EM1	I can afford more things because I pay less second-hand luxury products.	0.865	0.817	0.892	0.733
	EM2	I would have more things for the same amount of money if I buy second-hand luxury products.	0.831			
	EM3	By purchasing second-hand luxury products, I feel that I acquire numerous items at a relatively low cost.	0.872			
	Search for a Fair Price					
	EM4	I don't want to pay more for a luxury product just because it's new.	0.913	0.793	0.906	0.828
	EM5	By purchasing second-hand luxury products, I feel I'm paying a fair price for luxury products.	0.907			

Critical Motivations (Guiot and Roux, 2010)	CM1	Distance from the System For me, purchasing second-hand luxury products allow me to escape a complicated consumption system.	0.845	0.796	0.880	0.710
	CM2	For me, purchasing second-hand luxury products is a form of rebellion against the consumption system.	0.819			
	CM3	For me, purchasing second-hand luxury products enable me to distance myself from the consumer society.	0.863			
	CM4	Ethics and Ecology I enjoy purchasing second-hand luxury products because I don't want to see recyclable items being discarded.	0.923	0.760	0.891	0.804
	CM5	I enjoy purchasing second-hand luxury products because I can help to fight against waste.	0.869			
Hedonic Motivations (Guiot and Roux, 2010)	HM1	Treasure Hunting I like browsing through Xianyu app because I always hope to come across a good buy.	0.917	0.936	0.954	0.84
	HM2	I like to browse through Xianyu app to explore and search for unique finds.	0.936			
	HM3	When I browse through Xianyu app, I am frequently on the lookout to search for second-hand luxury goods.	0.912			
	HM4	When I browse through Xianyu app, I often experience a sense of being a treasure hunter, searching for hidden gems.	0.899			
	HM5	Originality While browsing through Xianyu app, I hold the hope of discovering exclusive second-hand luxury products that are unique and not owned by others.	0.897	0.744	0.886	0.796
	HM6	While browsing through Xianyu app, I anticipate discovering distinctive second-hand luxury products that are not commonly found in mainstream stores.	0.887			
	HM7	Social Contact What I find enjoyable about Xianyu app is the opportunity to connect and engage in conversations with people.	0.835	0.816	0.879	0.646

Perceived Behavioral Control (Stolz, 2022)	HM8	While using Xianyu app to search for second-hand luxury products, I appreciate engaging in discussions with people, even if I don't make any purchases.	0.813			
	HM9	I enjoy using Xianyu app to search for second-hand luxury products because it allows me to interact with people and engage in conversations while searching for items.	0.842			
	HM10	The social interaction was a great experience when I used Xianyu app to search for second-hand luxury products.	0.719			
		Nostalgic Pleasure				
	HM11	I am attracted more to second-hand luxury products than new ones.	0.856	0.919	0.943	0.806
	HM12	One of the main reasons I purchase second-hand luxury products is because they are appealing sense of age and history.	0.929			
	HM13	I enjoy purchasing second-hand luxury products as they evoke a sense of nostalgia and connect me to the past.	0.877			
	HM14	I like buying second-hand luxury products because I appreciate their authenticity and genuine appeal.	0.926			
	PBC1	I would be able to buy second-hand luxury products using Xianyu app.	0.889	0.921	0.944	0.808
	PBC2	I have the resources to buy second-hand luxury products using Xianyu app.	0.897			
	PBC3	I have the knowledge to buy second-hand luxury products using Xianyu app.	0.908			
	PBC4	I am capable to buy second-hand luxury products using Xianyu app.	0.902			
		Attitude towards Second-hand Luxury (Borusiak et al., 2021)				
	ATT1	I feel satisfied when I buy second-hand luxury products using Xianyu app.	0.867	0.860	0.914	0.78
	ATT2	I think it is beneficial when I buy second-hand luxury products using Xianyu app.	0.894			
	ATT3	I think it is a good idea to buy second-hand luxury products using Xianyu app.	0.888			

Reference Group Influence (Kowalczyk and Mitchell, 2022)		Informational Influence				
	RG1	I can seek various information about the second-hand luxury products from Xianyu app.	0.882	0.848	0.908	0.767
	RG2	I can seek professional information about the second-hand luxury products from Xianyu app.	0.900			
	RG3	I can seek reliable information about the second-hand luxury products from Xianyu app.	0.844			
		Utilitarian Influence				
	RG4	My decision to purchase a second-hand luxury product from Xianyu app is influenced by the individuals with whom I have social interactions.	0.860	0.872	0.921	0.796
	RG5	My decision to purchase second-hand luxury products using Xianyu app is influenced by my family members.	0.922			
	RG6	The desire to fulfill the expectations that others have of me plays a role in influencing my choice of using Xianyu app to purchase second-hand luxury products.	0.892			
		Value Expressive Influence				
	RG7	I believe that being influenced by individuals who purchase second-hand luxury products using Xianyu app can enhance the perception others have of me, ultimately improving my image.	0.560	0.854	0.899	0.646
	RG8	I believe that being influenced by individuals who purchase second-hand luxury products using Xianyu app can enhance my personal characteristics.	0.892			
Willingness to Purchase Second-	RG9	I have a positive inclination towards mingling with individuals who also use Xianyu app for purchasing second-hand products.	0.893			
	RG10	I admired and respected those people who use Xianyu app to purchase second-hand luxury products.	0.859			
	RG11	I feel that using Xiayu app to purchase second-hand luxury product helps me to show others who I am or would like to be.	0.765			
	WTP1	I intend to increase my use of Xianyu app to purchase second-hand luxury products in the future.	0.864	0.871	0.911	0.72

hand Luxury (Singh and Sinha, 2020)	WTP2	I intend to use Xianyu app to purchase second-hand luxury products in the future.	0.868
	WTP3	I will always try to use Xianyu app to purchase second-hand luxury products in the future.	0.841
	WTP4	I plan to use Xianyu app to purchase second-hand luxury products more frequently in the future.	0.821

Table 2: The measurements' discriminant validity

HTMT Criterion	ATT	DFS	EE	GRP	II	NP	OR	PBC	PEU	WTP	PU	SC	SFP	TH	TPR	UI	VEI
ATT																	
DFS	0.444																
EE	0.385	0.826															
GRP	0.450	0.648	0.646														
II	0.406	0.376	0.390	0.493													
NP	0.385	0.573	0.549	0.537	0.351												
OR	0.412	0.429	0.466	0.507	0.422	0.421											
PBC	0.452	0.332	0.337	0.397	0.504	0.306	0.398										
PEU	0.486	0.361	0.341	0.417	0.429	0.382	0.467	0.392									
WTP	0.518	0.410	0.417	0.432	0.463	0.391	0.367	0.515	0.451								
PU	0.532	0.437	0.431	0.495	0.518	0.489	0.640	0.434	0.638	0.444							
SC	0.471	0.590	0.585	0.588	0.425	0.706	0.784	0.384	0.504	0.429	0.695						
SFP	0.457	0.597	0.623	0.835	0.505	0.530	0.495	0.399	0.385	0.437	0.460	0.581					
TH	0.510	0.383	0.341	0.415	0.430	0.433	0.426	0.358	0.610	0.387	0.635	0.482	0.401				
TPR	0.455	0.352	0.311	0.375	0.441	0.382	0.507	0.394	0.525	0.381	0.644	0.524	0.381	0.581			
UI	0.368	0.369	0.397	0.400	0.826	0.307	0.405	0.488	0.425	0.431	0.471	0.409	0.428	0.439	0.415		
VEI	0.685	0.448	0.425	0.534	0.599	0.416	0.506	0.528	0.503	0.646	0.581	0.542	0.533	0.497	0.473	0.657	

Table 3: Assessment of higher-order constructs

Higher-order Construct	Sub-dimension for LOC	Convergent Validity	Outer VIF	Outer Weight	SE	T	P
Economic motivations	GRP	0.762	1.821	0.555	0.033	16.658	0.000
	SFP		1.821	0.270	0.037	7.326	0.000
Critical motivations	DFS	0.740	1.688	0.572	0.034	17.013	0.000
	EE		1.688	0.229	0.037	6.278	0.000
Hedonic motivations	TH	0.822	1.296	0.288	0.023	12.422	0.000
	OR		1.614	0.139	0.026	5.316	0.000
	SC		2.323	0.230	0.033	6.925	0.000
	NP		1.722	0.393	0.027	14.805	0.000
Reference group influence	II	0.775	2.106	0.334	0.036	9.265	0.000
	UI		2.350	0.172	0.034	5.080	0.000
	VEI		1.597	0.397	0.029	13.625	0.000

Table 4: Assessment of the structural model

	Path relationships	β	SE	T	P	VIF	R ²	f ²	Q ²	Results
H1a	PEU -> PBC	0.176	0.039	4.466	0.000	1.535	0.199	0.025	0.158	Supported
H1b	PU -> PBC	0.193	0.042	4.581	0.000	1.726		0.027		Supported
H1c	TPR -> PBC	0.169	0.039	4.379	0.000	1.539		0.023		Supported
H2a	EM -> RGI	0.263	0.049	5.352	0.000	1.826	0.369	0.060	0.188	Supported
H2b	CM -> RGI	0.054	0.043	1.257	0.209	1.770		0.003		Not Supported
H2c	HM -> RGI	0.373	0.043	8.651	0.000	1.749		0.126		Supported
H3	PBC -> ATT	0.181	0.035	5.214	0.000	1.392	0.291	0.033	0.222	Supported
H4	RGI -> ATT	0.421	0.037	11.460	0.000	1.392		0.180		Supported
H5	PBC -> WTP	0.214	0.038	5.699	0.000	1.439		0.050	0.258	Supported
H6	ATT -> WTP	0.206	0.039	5.274	0.000	1.411		0.048		Supported
H7	RGI -> WTP	0.318	0.043	7.355	0.000	1.643		0.097		Supported

Discussion

This study investigates the extrinsic and intrinsic motivational factors influencing consumer willingness to purchase second-hand luxury products via the Xianyu app, using an expanded TPB framework integrated with the SDT model. The findings reveal that perceived ease of use significantly boosts perceived behavioral control, consistent with Hansen et al. (2018). Perceived usefulness and third-party recognition also positively influence perceived behavioral control, providing new evidence in this context. Economic and hedonic motivations amplify the impact of reference group influence, while critical motivations do not. This study uniquely verifies the relationship between economic, hedonic motivations and reference group influence on second-hand luxury purchases. Both perceived behavioral control and reference group influence shape attitudes toward second-hand luxury, with reference group influence exerting a stronger effect within the Chinese social context. Perceived behavioral control directly impacts the willingness to purchase second-hand luxury items, supporting Rodrigues et al. (2023). Positive attitudes also enhance purchasing intentions, in line with Ki et al. (2024). Reference group influence is a significant predictor of purchase intentions, echoing Kowalczyk and Mitchell (2022).

These findings reveal that both extrinsic and intrinsic motivations impact the buying habits of Chinese consumers when it comes to second-hand luxury goods online. Extrinsic motivations, such as price and social influence, are complemented by intrinsic motivations, which may arise from personal satisfaction or values. The integration of SDT and TPB in this study managed to examine a wide range of factors that influence these purchases. This approach adds a fresh perspective to existing research and enhances our understanding of the global market, especially in relation to China's Generation Y (Aycock et al., 2023). It highlights how different motivations work together to shape buying decisions. This study also sheds light on the growing popularity of second-hand luxury items in China, a market where young people are becoming more influential.

Despite this study providing significant insights, it has limitations due to its static, cross-sectional design, which constrains causal inferences. For instance, the hypothesis linking hedonic motivations and reference group influence was unsupported. Future research should consider longitudinal and experimental designs to establish causality. The model assessed a limited set of factors; incorporating additional variables, such as status-seeking, perceived risk, and personal values, could develop a more comprehensive model. The focus on Xianyu and Generation Y within a single country limits the generalizability of the findings. Future studies should broaden diverse demographics, platforms, and cultural contexts to gain a more nuanced understanding of consumer behaviors in second-hand luxury markets.

Practical Implications for Asian Business

As a whole, our investigation addresses both the extrinsic and intrinsic motivations behind consumers' willingness to buy second-hand luxury items online. From this, we present several practical implications for businesses in Asia to navigate the complexities of the online second-hand luxury marketplace, especially in Asia's dynamic and rapidly changing economic environment. These implications are designed

to help businesses leverage online platform technology and the influence of reference groups, ultimately enabling them to achieve sustained competitive advantage and success in the market.

First, for online platforms, enhancing user interfaces and providing authenticity support for second-hand luxury are crucial. The use of third-party recognition can help safeguard transactions, addressing fraud and counterfeit concerns. A user-friendly interface not only boosts customer retention but also encourages repeat purchases, thereby building trust, increasing sales, and expanding market share. Understanding intrinsic motivations behind second-hand luxury purchases will help Asian businesses develop strategies to engage consumers and drive long-term growth.

Second, the substantial influence of reference group dynamics on consumer intentions highlights the importance of incorporating social influences into marketing strategies for Asian businesses. Companies can effectively shape consumers' reference groups and amplify their purchasing intentions through the hiring of celebrities to implement soft-sell advertising on social media platforms. This tactic is particularly potent in the Asian context, where celebrity endorsements and social media influence play a significant role in consumer behavior. By leveraging social media, Asian businesses can reach a wider audience, engage with consumers in real-time, and foster deeper connections.

Third, gaining a clear understanding of consumer preferences for second-hand luxury goods is crucial for Asian businesses, especially when targeting Generation Y in China's evolving market. Tailoring marketing and operations to these insights enhances satisfaction and fosters loyalty. Personalized campaigns that resonate with Generation Y's values deepen brand connections while adapting operations ensure a seamless customer experience. Through consumer-centric strategies, businesses can drive long-term loyalty, stimulate growth, and secure a competitive edge in the second-hand luxury market.

Lastly, our study reveals a balanced gender distribution among respondents (55.3% female, 44.7% male), contrasting with previous research that has predominantly reported a significantly higher proportion of female participants (Stolz, 2022; Borges, 2023; Ki et al., 2024). This finding challenges the traditional gendered narrative of second-hand luxury consumption, which has historically been dominated by women. Notably, our results indicate a potential evolution in this market, with male consumers emerging as a more prominent demographic than previously documented. This study not only contributes to the literature but also offers practical implications for Asian businesses in the second-hand luxury market. By recognizing this shift in consumer behavior and gaining deeper insights into evolving gender dynamics, companies can develop targeted strategies to diversify their customer base and maintain competitiveness in this rapidly evolving sector.

In summary, our study provides strategic insights for optimizing operations, leveraging reference group influence, and understanding consumer preferences in the second-hand luxury market. These strategies are particularly valuable for Asian businesses seeking success in a globalized marketplace, as they address both extrinsic and intrinsic motivators of consumer behavior. By applying the insights from this study, businesses can better align their offerings with the preferences of their target audience, fostering

stronger customer engagement and securing a competitive advantage in the second-hand luxury market.

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