



Master Thesis

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Consumers' Experience of Luxury Brands Offered in the Second-Hand Luxury Market

A study of how the evolving trend of second-hand consumption is affecting luxury apparel brands

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ABSTRACT

In recent years, the second-hand luxury market has been rapidly growing, and the young people, namely Generation Z and Millennials, are the market's largest group of buyers. Young people are generally more concerned about the importance of sustainability than the older generation. They fear the effects will eventually lead to the destruction of the planet. With this rapid increase, the second-hand luxury market is expected to become larger than the traditional luxury market over the next few years.

The purpose of this research is to investigate in what ways and why luxury brands should be affected by the evolving trend of second-hand consumption. Furthermore, the thesis explores consumers' motivations for purchasing luxury brands, uncovering the different drivers for first-hand luxury purchases versus second-hand luxury. Brand experience as a construct was further analyzed to uncover which dimensions, and to what degree, might transpire when purchasing first-hand versus second-hand. Moreover, the customer and its various touchpoints have been studied in order to increase the understanding of consumers' experiences with luxury brands.

To answer the research questions, an exploratory single case study has been conducted. Following an abductive approach, a theoretical framework was constructed based on literature to guide the research. A qualitative method of individual in-depth interviews was applied to analyze consumers' experience with luxury brands. The findings of the thesis show how young female consumers reflect on sustainability and consumerism when using and consuming luxury brands. Through these reflections, their awareness and recognition of the impact fashion consumption has on the environment, becomes apparent. Being sustainable is considered one of the main drivers when purchasing second-hand luxury brands. According to the research, luxury brands would be wise to consider young female consumers' luxury brand values. In particular, because these consumers seem to prefer purchasing second-hand luxury over first-hand luxury. The reasons vary from one or more of the following; the financial aspect, comprehensive selection of unique and rare items, and by acting more responsible towards the environment.

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1. INTRODUCTION

In recent years the evolving trend of second-hand luxury consumption has been significantly increasing. It is expected that over the years that the second-hand luxury market will become even larger than the traditional luxury market (Forbes, 2021). Based on this information, the market is extremely interesting to investigate further.

The importance of climate change has been in the spotlight in recent years. People have generally become more concerned about consumerism and the importance of environmental impact, especially the younger generation. Young people are generally more concerned about climate change and pollution than the older generation, they fear the effects will eventually lead to the destruction of the planet (BBC, 2019). In line with that, the younger generation is the majority of buyers of second-hand luxury items (Statista, 2020a). Choosing pre-owned over new is one step towards circular fashion and an obvious way to extend the lifetime of an item.

One of the first signs of young people's growing unrest regarding climate action was when 15-year-old Greta Thunberg from Sweden attracted international media attention when she launched the campaign "Skolstrejk för klimatet" ("School strike for climate"). March 15, 2019, tens of thousands of young people from more than 100 countries walked out of their schools to demand that the government take action to prevent further climate change. These demands were explicitly related to the fact that their generation will be more affected by a failure to deal with climate change (Lee et al., 2020). As stated by Thunberg at the UN Climate Change Conference in 2018 "*The world is waking up, and change is coming whether you like it or not*".

In line with the steadily growing market of second-hand luxury, along with young people's concern about the environment, it is considered interesting to see how this phenomenon affects the luxury market. When it comes to personal concern for the environment, the younger generation seems to differ distinctly from the older generation. Therefore, it is important to study how they, as consumers, experience luxury brands and whether or not the evolving trend of second-hand consumption affects their experiences. With this

increasing trend on the market, luxury brands might be in need of substantial change in their brand- and communication strategies. With that said, the project seeks to explore the younger generation's experiences in the luxury market, with the goal to understand if and how luxury brands are affected by the increase on the market.

1.1 Research Scope

With the rapid and continuous growth of the second-hand luxury apparel market, the need to explore relevant literature supports this paper as a necessary supplement to existing and future research within the field. The second-hand luxury market has relatively limited in-depth information about the market compared to the traditional luxury market. The construct of luxury has existed since the beginning of society, and its management has evolved along with societal changes and developments (Kapferer & Bastien, 2009). The global luxury market is facing a fast-growing new base of consumers, namely second-hand buyers (Bianchi et al., 2020), and the second-hand luxury market is expected to rapidly increase in the following years. Due to this increase and consumers' awareness of the fashion industry's environmental impact, luxury apparel brands face some new consumer trends. Given the emerging approach in the luxury industry, a potential gap in brand management literature is revealed.

This research seeks to explore how consumers' experience of luxury apparel brands purchased second-hand, is affecting these luxury brands. More specifically, this paper seeks to answer the following problem statement:

How and why should luxury brands be affected by the evolving trend of vintage, second-hand consumption?

Furthermore, interviews with young women are conducted to examine their perception of luxury brands. The thesis will compare consumers' experience with first-hand luxury brands versus second-hand luxury brands to uncover possible differences and similarities. In order to answer the problem statement, three sub-questions have been developed. These questions aim to define the project's scope and include nuances that contribute to further insight to the main question.

SQ 1. How are luxury brand values perceived from first-hand buyers' perspective vs. second-hand buyers' perspective?

The purpose of the first sub-question is to gain an overall understanding of the research-phenomenon, by comprehending how luxury is perceived and valued. Motivational drivers for purchasing luxury brands will be investigated.

SQ 2. How are luxury brands experienced differently when bought first-hand vs. second-hand?

Consumers' brand experience with first-hand luxury brands is compared and analyzed in relation to second-hand luxury brands, in order to investigate if and how the experiences differ for the respondents.

SQ 3. How is the customer journey experienced when purchasing first-hand luxury vs. second-hand luxury?

The third sub-question is asked in order to gain a more holistic understanding of consumers' experience with luxury brands, by exploring specific touchpoints when purchasing first-hand luxury and second-hand luxury.

1.2 Delimitations

Certain limitations have been set to ensure consistency and theoretical focus in line with the problem formulation and topic.

Firstly, the researchers consider one specific generation and gender. Generation Y, or the Millennials, are chosen due to being amongst the most significant participants in the second-hand luxury resale market. Further, the choice of only including women is related to females tending to differ from males in their response toward luxury brands (Stokburger-Sauer & Teichmann, 2013).

Further, the scope of the research is focusing on the overall luxury apparel market. Thus, the research is not limited to any specific luxury brands. However, the respondents are asked to

reflect upon their own experiences with luxury brands to get an in-depth and realistic description. This further implies that specific brands will be mentioned throughout the research. Nevertheless, the findings will be discussed in a general way and will not be applied to any specific brands.

Pre-owned luxury can be defined as both second-hand and vintage items, distinguished by the age of the item, with vintage being 20-100 years old (Ryding, Henninger, & Cano, 2019). However, the research considers second-hand- and vintage-luxury as one resale market, thus not distinguishing between the two definitions.

Furthermore, the research scope intends to obtain deeper insights into how luxury brands are affected by second-hand consumption. Even though a branding perspective is a part of the thesis and expressed in the problem statement, the research's focus lies in the consumer perspective, laying a foundation for possible recommendations for luxury brands' branding strategy.

Lastly, the researchers have selected and purposefully omitted some theories and frameworks. In order to explore the phenomenon, models and literature within the concepts of brand experience and customer journey have been chosen. However, the researchers are aware that other possible concepts could contribute to insights into the research.

Clarification of Key Phrases

Throughout the project some phrases are used frequently. It is found important to provide a definition and clarification of these phrases to avoid any misunderstandings.

First-hand luxury: Is used as a term for luxury brands that are purchased as brand-new, thus not pre-owned.

Second-hand luxury: This term includes pre-owned luxury brands, purchased either as second-hand or vintage.

Young consumers: When referring to young consumers, it is consumers in the age of 24-29. This segment is best described as Millennials, which is people born between 1981 and 1996 (Dimock, 2021).

2. EMPIRICAL CONTEXT

The aim of this chapter is to provide a comprehensive framework of the contextual factors related to the Vintage and Second-Hand Luxury apparel market. To grasp the challenges and opportunities within the industry, key aspects and specific characteristics will be introduced and understood in the context of what the market looks like, actors existing on the market, consumer trends and social factors. Introducing this useful background knowledge lays the foundation for the research environment of the thesis.

2.1 Vintage and Second-hand Luxury Apparel Industry

The term apparel comes from the meaning "to wear" so it includes both clothing, footwear, and accessories (Dictionary, 2021). The resale apparel market consists of vintage and second-hand apparel. The term vintage is used to define "a rare and authentic piece that represents the style of a particular couturier or era" (Gerval, 2008). It refers to an item that is at least 20 years old, but less than 100 years old. Items more than 100 years old are classified as antique while clothing less than 20 years old is not considered to be vintage yet. Vintage items are not necessarily items that have been used. However, second-hand is defined as "*any piece of clothing which has been used before, notwithstanding the age of the clothes*" (Cervellon, Carey, & Harms, 2012). Second-hand apparel can also include vintage apparel, if the products are pre-owned and between 20-100 years old. However, not all vintage pieces are used and not all second-hand pieces are that old (Ryding, Henninger, & Cano, 2019). In this project the second-hand- and vintage market will be considered as one market, further clarified as the second-hand market throughout the project.

The second-hand apparel market has been rapidly growing and according to the recent report by ThredUp, the market is expected to be bigger than fast fashion, which is defined as mass-producing fashion at low cost, by 2029 (ThredUp Resale Report, 2020). ThredUP is an

online consignment and thrift store where you can buy and sell high-quality second-hand clothes. From the year 2017 has ThredUp released an annual report that contains global research and data. The global data are determined through consumer surveys, retailer tracking, official public data, data sharing, store observation, and secondary sources (ThredUp, 2021). Throughout the project, ThredUP reports are essential sources when studying the second-hand luxury market. In the year 2020, the global resale market was valued at \$30 billion to \$40 billion (Willersdorf, Krueger, Estripeau, Gasc, & Mardon, 2021). The market growth is estimated to increase over the next four years by reaching \$64billion growth by 2024 (ThredUp Resale Report, 2020).

It appears clear at this point that the huge potential of second-hand fashion can no more be ignored. The second-hand online market has been growing in popularity. The online market expanded 21 times faster than the traditional apparel market in the year 2019. Due to the Covid-19 pandemic, the growth has increased even more, since people are starting to buy more online than before. Before the pandemic hit, the resale market was on track to double. Now, this growth may very well accelerate (Forbes, 2021). With the increase of consumers seeking bargains from home, the online second-hand market is expected to grow by 69% between 2019 and 2021 (ThredUp Resale Report, 2020). The aforementioned information also applies to the luxury second-hand apparel market which is becoming one of the fastest-growing areas of luxury. Published by the global management consulting firm, Boston Consulting Group (BCG), Ducasse, Finet, Gardet, Gasc, and Salairé (2019) studied why luxury brands should celebrate the increase of the second-hand market. The study shows that the luxury second-hand market increased by 12% per annum from the year 2018 to 2021. While the primary luxury market grew more slowly, or around 3% per annum over the same period. The market for luxury resale, alone, was worth a reported \$24 billion in 2020. The market is expected to grow to around \$36 billion in the year 2021 (Ducasse et al., 2019). Compared to the overall global resale market, the luxury second-hand market is an enormous part of it.

In terms of generational differences, younger luxury consumers are the largest participants in the second-hand luxury market. In 2018, 54% of Generation Z and 48% of Millennials bought pre-owned luxury items (Statista, 2020a). Millennials, sometimes referred to as

Generation Y, are individuals born between 1981 and 1996 while persons born between 1997 and 2012 are considered generation Z (Dimock, 2021). The younger generations are generally paying more attention to resale value than the previous generation by looking at hard luxury goods as sensible investments. Moreover, they are often more concerned about the importance of sustainability when making purchasing decisions (Bianchi et al., 2020).

Forbes (2020), "Even as the retail industry has slumped, dragged down by disappointing earnings and an unending trade war, resale is exploding". A number of studies indicate that the second-hand market is dynamic and is expected to expand significantly in the coming years. The four main drivers of luxury resale apparel growth are affordability, the changing consumer preferences towards sustainability, uniqueness, and a large selection of items (Ducasse et al., 2019). It is worth mentioning that around 66% of customers that buy second-hand items use that as an opportunity to buy luxury products that they would otherwise not be able to buy at full price at the primary market (ThredUp, 2017). Moreover, the study by Ducasse et al. (2019) shows that 59% of luxury customers say that the increasing concern of sustainability influences their purchasing behavior. While 17% of customers in the second-hand market purchase pre-owned items solely due to sustainability (Ducasse et al., 2019). The main drivers for second-hand consumption will be further discussed below.

2.2 Main drivers for second-hand consumption and consumer trends

This subchapter aims to enlighten and elaborate on the main drivers behind second-hand consumption, and to present current and increasing trends amongst consumers in the second-hand luxury market. Such knowledge contributes to understanding how the evolving second-hand market is aligned with consumer trends in the apparel industry. In turn, how consumer trends are affecting consumers' perception of luxury brands.

2.2.1 The Conscious Consumer

A globally increasing consumer trend is the rise of the "Conscious Consumer" (Thredup Resale Report, 2019). Environmentally conscious consumers are defined as consumers who consider the environmental consequences of their private consumption, or who attempt to use their consumption power to produce environmental changes (Barbarossa & Pastore,

2015). In line with the increased focus on the climate crisis, consumers are waking up to the realities of fashion's impact on the environment, where second-hand purchasing is one of the most effective ways to collectively lower the fashion consumption and footprint (Thredup Resale Report, 2020). Statistics show that consumers who prefer purchasing environmentally friendly brands have increased from 57% in 2013 to 72% in 2018, and 74% of consumers between the age of 18-29 prefer to buy from sustainably conscious brands (Thredup Resale Report, 2019).

One major reason for the increase in second-hand consumption is the environmental benefits, where purchasing one used item reduces its carbon footprint by 82% (Thredup Resale Report, 2019), "carbon footprint" being the total amount of greenhouse gases that are generated by human actions (The Nature Conservancy, 2020). Conscious consumers are more specific and demanding when choosing brands, being in consideration of the environment practiced through reselling and less consumption (Thredup Resale Report, 2020). Studies show that consumers now feel proud of purchasing second-hand, whereas choosing unsustainable options could elicit a feeling of shame and guilt, being environmentally friendly gives an euphoric mood boost (ibid). The number of women purchasing second hand increased from 56 million in 2018 to 62 million in 2019.

Considering the apparel industry, consumers' desire for a frequent turnover of wardrobes has been evident. This can be related to the fast fashion industry, where clothing is mass-produced, cheaply made and sold at a low price point (Stylemagazin, 2019). These clothes are designed to be worn only a handful of times and fast fashion has become a dominant business in the global fashion industry (ibid). Furthermore, this business encourages over-consumption and a "throw-away-mentality". According to statistics global garment production between 2000-2014 doubled and consumers do now buy 60% more clothing items, and only keep them for half as long as they did 15 years ago (ibid). Along with the environmental benefits, the desire for frequent turnover of wardrobes is one of the reasons for the rise in resale (Thredup Resale Report, 2019). The resale concept offers the same amusement of rotating your wardrobe with fast fashion, yet without the guilt or waste (ibid). Consumers now purchase with an intent to resell, where 40% consider an item's resale value before purchasing it (ibid).

2.2.2 Affordability

One of the major key drivers of second-hand consumption is price accessibility (Ducasse et al., 2019). Within the second-hand luxury market consumers gain access to luxury items at affordable prices. In a survey conducted by BCG and the online resale platform Vestiaire Collective in 2019, 96% of buyers said that one of the reasons for purchasing second-hand items is to attain a good deal (ibid). The second-hand industry brings luxury brands to a wider audience, and second-hand apparel can be seen as a way to access both cheap goods and goods some consumers normally can't afford (Park & Martinez, 2020). In a survey conducted by BCG and Vestiaire Collective in 2020, 45% of the respondents strongly agreed with affordability and purchase power being a key driver for second-hand consumption (Willersdorf et al., 2020). It is further evident that affordability has been a major driver especially during the Covid-19 pandemic, where consumers have reduced their consumption of cheap disposable items, by buying more items of higher quality (Park & Martinez, 2020). Economical drivers do also include the element of the profit from a following resale (Hristova, 2019). Through purchasing second-hand consumers are facing an opportunity of saving money on a good deal, but also an opportunity of earning an extra income through reselling (Beaulove, n.d.)

2.2.3 Offer and Choice

Another reason the second-hand market is growing so rapidly is because it gives consumers a large offer and selection of products (Ducasse et al., 2019). Amongst the respondents in a survey conducted by BCG, 46% strongly agreed that the large offer and selection on the second-hand market is a key driver for their consumption, where consumers feel they are able to find "a large selection of items and brands" (Willersdorf et al., 2020). The second-hand market offers a wide range of items, such as second-hand apparel, vintage items, items made available from past luxury collections. Two categories are especially popular; rare items, including limited edition and collaborations (Ducasse et al., 2019).

2.2.4 Item Uniqueness and emotions

While consumers are pursuing a sustainable and more affordable approach to their consumption, another global consumer trend and key driver for second-hand is the desire

for authentic and unique items (Mintel, 2019). In the BCG and Vestiaire Collective survey of 2020, 43% of the respondents strongly agreed with trend and uniqueness being a key driver for second-hand consumption, where second-hand contributes to finding unique pieces that enhances consumers' style (Willerdorfs et al., 2020). Furthermore, second-hand markets create opportunities to collect previous season collections, vintage gems, limited-editions and sold-out exclusives (Beauloye, n.d.), and second-hand shopping is perceived as a responsible way to acquire such unique items (Siwak, 2020). Resale prices for rare and limited items is typically high which correlates with items' desirability and scarcity, making the prices even higher than what the same items got sold for firsthand (Ducasse et al., 2019). To find a unique item could trigger consumers' emotions, where some items may have a special meaning or story behind it (Behavior Institute, 2017). The experience of second-hand shopping itself could increase the emotional motivation for consumers, where they consider the shopping process as a treasure hunt or a trip back into history.

2.3 Actors in the industry

2.3.1 Online

The term online platform is used to describe a range of digital services available on the Internet. The digital service is defined as interactions between two or more parties who interact through the service via the Internet. The key characteristics that the platforms share is the use of information and communication technologies to facilitate interactions between users, collection and use of data about such interactions, and network effects. The online platforms play an essential role in digital economies and societies (OECD, 2019).

As previously mentioned, the second-hand online apparel market has been growing in popularity. In the year 2019, the market expanded 21 times faster than the traditional online apparel market (Forbes, 2021). According to BCG research from 2019, around 25% of global second-hand luxury market sales come from online platforms (Ducasse et al., 2019). It can be assumed that this percentage has increased considerably due to the Covid-19 pandemic, since people are starting to buy more online than before (Forbes, 2021). The online platforms for pre-owned luxury items have won over consumers by offering a wide range of brand selection and product assortment (Ducasse et al., 2019).

In 2018, most consumers who purchased pre-owned luxury items online, stated that they used the platform Vestiaire Collective (Statista, 2020b). Furthermore, when searching for platforms offering pre-owned luxury items, Vestiaire Collective can be found on almost every list. Vestiaire Collective was launched in Paris in 2009. At that time the only competition in the market was the industry giant Ebay. Now 12 years later, the community consists of over 7 million fashion members located in over 50 countries. Vestiaire Collective submitted around 25,000 new items every week by the community of sellers (Vestiaire Collective, 2021a). However, they refuse approximately one third of products provided by its sellers. They only accept items that are in line with current market trends and that are characterised as pre-owned luxury items (Vestiaire Collective, 2021b).

When considering the market in Scandinavia, one of the main online platforms is the Vintage Bar. The Vintage Bar was founded in Denmark in the year 2017. Their aim is to offer pre-owned (both second-hand and vintage) luxury fashion for Scandinavia and beyond. The Vintage Bar online platform is different from Vestiaire Collective in the way that they take care of everything for the seller: price setting, authentication, product photography, description, shipping to buyer, etc. A team of brand experts inspects each and every item by hand to provide a 100% guarantee of authenticity on everything they sell (The Vintage Bar, 2021).

2.3.2 Offline

Offline platforms are the opposite of online platforms. The term offline is defined as being disconnected from a network of computers or other devices, it is completely non-digital (OECD, 2019). In 2019, 75% of global second-hand luxury market sales come from physical stores. However, according to a study by BCG the sales through the offline platform is expected to decrease since customers are beginning to shop more online than before (Ducasse et al., 2019).

When considering the offline second-hand apparel market, it mainly applies to thrift stores, vintage boutiques, donation outlets, and pop-up stores (ThredUp Resale Report, 2020). The Vintage Bar offers consumers to come and experience shopping in person in their showroom

in Copenhagen. Consumers have to book an appointment through their website, where they can choose available time that fits them. That gives the customers the opportunity to come and see all their items they have for sale (The Vintage Bar, 2021).

Vestiaire Collective are working with the concept pop-up stores where they partner with large retail stores, such as Le Bon Marché and Joyce. The aim of the pop-up store is to open temporary stores often up to two weeks where consumers will both be able purchase and sell their pieces. By partnering with retail stores they are driving a sustainable approach to retail fashion by offering pre-owned luxury fashion within a physical retail environment (Ducasse et al., 2019). Furthermore, in 2019, Vestiaire Collective opened a permanent physical retail space in the British department store Selfridges in London. That is the only permanent store they have opened so far (Selfridges, 2021).

2.4 Social media

2.4.1 Instagram

Instagram is a free social media platform to share photos and videos (Antonelli, 2020). Since the platform launched in 2010 (Blystone, 2020), the channel has become a popular way to connect with friends, family, celebrities and brands (Antonelli, 2020). Today the platform has over one billion users with more than 500 million active users everyday (Facebook for Business, 2021a), and the application has become a large part of people's daily life (Antonelli, 2020). The huge number of users did also turn Instagram into a platform for businesses with a large potential, where brands and companies can drive awareness and interact with engaged customers (Facebook for Business, 2021a). Over 90% of all Instagram's accounts follow a business-account and the social media platform has turned into an essential tool in many businesses' marketing strategy (Campaign Monitor, 2021).

Social Media gives consumers and brands a direct connection, and the relationship between consumer and brand created on social media platforms is beneficial for both parts.

Consumers are now able to convey their opinions and more easily communicate directly with the brands, and brands who are now able to understand consumers, know their opinions and show different sides of their brand (Davis, n.d.). This potential and effective

tool is recognized, where businesses from strong brands to small independents are achieving strong results with Instagram (Facebook for Business, 2021a). Instagram is amongst the top three most used social media platforms among global marketers, where the leading benefits of Instagram Marketing is increased exposure, improved traffic, lead generation and growing fan loyalty (Statista, 2021a).

Amongst the users of Instagram over two-thirds of the total Instagram audience is aged 34 years and younger, making it clear that the millennials and generation Z are the groups that are represented the most. Where Boomers, born between 1946 and 1964, and Generation X, born between 1965 and 1980 (Wolfe, 2020), use social media platforms to share pictures and updates, millennials and generation Z have evolved into using platforms for other purposes such as communicating with friends and following celebrities (Marketing Charts, 2019). Adding to this, more and more consumers turn to social media and specifically Instagram for the purpose of getting inspired, mainly the millennials and generation Z (ibid). A research conducted by the social commerce company Curalate in 2019, revealed that Instagram had a 64% increase in consumers who use the platform to find inspiration (Hughes, 2019).

According to the global fashion platform Lyst.com (2018) is Instagram a *“powerful fashion force, that is setting trends and boosting sales”*. Consumers come to Instagram to shop and discover products, and 70% of shopping enthusiasts turn to Instagram for product discovery (Facebook for Business, 2021d). Furthermore, consumers do also have a need for connecting on what they stand for and fight for, emphasizing Instagram as a platform for the conscious and sustainable consumer. Conscious consumers seek likeminded brands that meet their needs and expectations (Skiles, 2020), and the shift in consumer preferences is closely related to the way brands engage with eco-friendly consumers. Social media plays an important role in influencing consumers' views on the environment and sustainability, and Instagram is one key platform for research and finding more information about eco-friendly products (Valentine, 2019).

The platform is a *“powerful tool for forging authentic connections and converting curiosity into action”* (Facebook for Business, 2019), where the large online platforms Vestiaire

Collective and The Vintage Bar are strong examples of brands that are evolving with the complex and rapidly changing luxury market by speaking to consumers on Instagram. Both brands are proven visible and active on social media with a great number of followers. The resell marketplace Vestiaire Collective uses Instagram as a part of their innovative business model, offering a versatile communication and accessible, easy shopping (Facebook for Business, 2019). One strategy both companies have implemented is the use of influencer marketing. The concept of influencers will be further discussed in the next chapter.

2.4.2 Influencers

An influencer is someone who has *“the power to affect the purchasing decisions of others because of his or her authority, knowledge, position or relationship with his or her audience”* (Influencer Marketing Hub, 2021a). An influencer has succeeded in building a keen and enthusiastic audience, where the group of following care about the opinions of the influencers. The influencer culture connects consumerism and social media, where brands collaborate with influencers because they are able to create trends and encourage their followers to purchase the products they promote (ibid). Thus, the establishment of Influencer Marketing as an online marketing tool taking place into content-driven social media campaigns (Influencer Marketing Hub, 2021b).

Influencers are the opinion leaders of social media and play a fundamental role in consumers decision-making process (Zak & Hasprova, 2020). What makes influencers influential is their large following on social media and their developed reputation as an expert within their field (Influencer Marketing Hub, 2021b). Thus, a fashion influencer is considered an expert in the fashion world, creating fashion content, sharing their taste and approach of creating outfits and shopping habits (Alisa, 2021). With the rise of conscious consumerism, more and more influencers are denouncing fast fashion and rather promoting sustainable thrift-shopping, by sharing sustainable shopping advice (Fox, 2020). According to statistics 49% of consumers depend on influencer recommendations, and 40% had purchased something after seeing it on Social Media (Digital Marketing Institute, 2018). In terms of generations, millennials and gen Z are proven to be the groups to most likely engage and generate conversions for brands (Takumi, 2019).

3. THEORETICAL FRAMEWORK

This chapter introduces the relevant key concepts and theoretical foundations for the thesis. The presented framework will provide an overview on existing theoretical contributions in the fields of luxury brands, brand experience, and customer journey. The layout of the chapter is divided into three parts, following the structure of the sub-questions, where each part includes relevant existing concepts and frameworks to act as a foundation for the research. Collectively, each part is used as a foundation to comprehend consumers' perception and experience with luxury brands, in order to compare consumers' experience with second-hand luxury brands to first-hand luxury brands. Firstly, a background of the theoretical framework will be presented introducing a definition of the term 'brand' and a foundation for how the term is comprehended throughout the research.

3.1 Background

As presented by the American Marketing Association (Heding, Knudtzen, & Bjerre, 2008) a brand can be defined as;

"A name, term, sign, symbol or combination, intended to identify the goods or services of one seller or group of sellers"

The social landscape has, in many aspects, turned into a commercial brandscape, where brands need to differentiate their tangible goods from competitors (Roper & Parker, 2006). Studies suggest that various forces (e.g., the media, economic developments, marketing research, and theorizing) have enacted a transformation in the concept of branding. The concept of branding relates to brand identification, ensuring that consumers can recognize the brand. The origin idea of branding is the human desire to be someone of consequence, create a personal and social identity, and have a good reputation (Bastos & Levy, 2012). However, it takes more than branding to build a brand. The brand capsulizes its name and its visual symbol of all the goodwill created by consumers' positive experiences with the organization, its products, channels, stores, communication, and people. However, brands need to manage these points in an integrated and focused way (Kapferer, 2008).

Following the industrial revolution, the onset of mass-production was in the spotlight. This indicated that brands on the market needed to adapt to new and unfamiliar markets. Thus, differentiating themselves from the increased competition in order to stand out. The differentiation strategy communicated during the industrial age was usually based on functional or rational attributes (size, packaging, quality, availability, price, etc.) (Roper & Parker, 2006). With the growing sector, the debate began as to whether tangible goods were significantly different from intangible services to warrant the development of a new stream of marketing. This has led to the concurrent development of branding within the literature (Bastos & Levy, 2012).

The evolution of the market environment has significantly changed the foundations for managing brands today. Ever-changing markets, technical and environmental challenges, as well as engaged consumers in the value-creation process, have dramatically changed the field and forced brands to adapt (Veloutsou & Guzman, 2017). Researchers recognize the movement of focus from company-centric to more customer-centric value creation (Vargo & Lusch, 2004). In previous decades, brands were perceived as transactional tools managed inside the company, facilitated only for selling purposes. On the contrary, today, brands are viewed as engagement entities who co-create value with their stakeholders (Veloutsou & Guzman, 2017).

3.2 Luxury Brands

In order to obtain an understanding of consumers' experience with luxury brands, the meaning of luxury brands and motivation behind luxury consumption will be presented from a theoretical point of view. The subchapter will be divided in four main parts, the first aims to define and conceptualize the concept of luxury. Secondly, a presentation of the luxury industry, mainly the luxury fashion apparel market will be made. Luxury from a branding perspective will be reviewed to understand the attached value to luxury brands by presenting common characteristics of luxury branding. Finally, existing literature referring to consumers' perceived value of luxury brands will be reviewed, in order to acquire an understanding of values associated with luxury consumption.

3.2.1 Defining Luxury

Luxury is a relative concept and the perception of the concept has fluctuated over time (Ko et al., 2019). One basic definition goes as follows; *“Luxury is anything that is desirable and more than necessary and ordinary”* (Heine, 2012, p. 42).

The phenomenon of luxury is complex and has influenced society over centuries and has evolved according to global developments (Brun and Castelli, 2013). In order for products to initially be recognized as luxury goods, tangible aspects of performance-related attributes were identified, such as high quality, superior technology, durability, or design (Brun & Castelli, 2013). These characteristics have evolved over time, and more intangible and emotional aspects have been added to the classification of luxury (Brun & Castelli, 2013). According to Berthon et al. (2009) luxury is considered to be a relative and complex construct as luxury is more than the material. The term is subjective, meaning that what is characterized as luxury for some individuals, is for others considered ordinary, irrelevant and valueless (Kapferer, 1997; Berthon et al., 2009).

In conclusion, luxury is comprehended as an abstract, subjective and complex concept. When linked to brands, additional constructs are given. Berthon et al. (2009, p. 49) defines a luxury brand as a *“differentiated offering that delivers high levels of symbolic, experiential and functional value of the extreme luxury end of the utilitarian-luxury continuum”*. Kapferer and Bastien (2009) views luxury brands from a more social perspective. They refer to luxury brands as *“the symbolic desire to belong to a superior class, which everyone will have chosen according to their dreams, since anything that can be a social signifier, can become a luxury”* (Kapferer & Bastien, 2009, p. 314).

Heine (2012) developed a broad definition of luxury brands: *“Luxury brands are associated with products which exceed what is necessary and ordinary compared to the other products of their category”*. Furthermore, Heine (2012) argues that luxury brands are commonly associated with their core products (Kapferer, 2008; Heine, 2012), which the following definition emphasizes: *“Luxury brands are regarded as images in the minds of consumers that comprise associations about a high level of price, quality, aesthetics, rarity,*

extraordinariness and a high degree of non-functional associations” (Heine, 2012, p. 62). The definition promotes both tangible and intangible aspects of the luxury brand.

Okonkwo (2009, p. 287) defines luxury as a *“result of its connection to a culture, state of being and lifestyle, whether it is personal or collective”*. Furthermore, in regards to brands, luxury is characterized by a *“recognizable style, strong identity, high awareness, and enhanced emotional and symbolic associations”* (Okonkwo, 2009, p. 287). Factors related to the products such as high quality, controlled distribution and premium pricing evokes uniqueness and exclusivity (Okonkwo, 2009).

De Barnier, Facly and Valette-Florence (2012) proposed a luxury continuum differentiating luxury brands by three different levels, namely accessible, intermediate and inaccessible luxury. The levels are reflecting consumers’ perception of brands and their accessibility. The aspect of subjectivity is further discussed, where the researchers found that product categories within a brand may be perceived differently by individuals and further assign them to different levels. Accessible luxury is luxury goods that can be accessed by a wide range of customers (Genier, 2014). Both the production and distribution is of larger scales, but the brand still manages to provide a strong experience and satisfaction. Examples of accessible brands are Chanel and Mont Blanc (De Barnier et al., 2012). Intermediate luxury is more recognized for their exclusivity and limited availability. The products are more rare and of higher price than accessible luxury, and are only distributed through selected channels. The brand Rolex is considered as an example (De Barnier et al., 2012). The highest level of luxury is the inaccessible luxury, and is considered the most exclusive kind of luxury, such as the brand Ferrari (De Barnier et al., 2012). The products are characterized by being very expensive, highly rare and limited by being accessible to only a small group of individuals (Genier, 2014.)

3.2.1.1 From old to new luxury

Luxury fashion has always been a fundamental part of history and society. In the beginning of the nineteenth century to the middle of the twentieth century the luxury fashion market was a small and specific niche consumer sector consisting of aristocrats, celebrities and the world’s royals (Okonkwo, 2007). Furthermore, luxury was viewed as an expression of power

and wealth, and a satisfactory act achieved from a consumption of non-necessities (Dubois, Czellar & Laurent, 2005). The luxury market was characterized as a niche market who offered rare, unique products and served a selected, significant group of people (Okonkwo, 2007). In the present twenty-first century the luxury environment is different. Since the 1980s the luxury landscape has changed significantly (Brun & Castelli, 2013; Silverstein & Fiske, 2003). This change caused blurred defined lines within luxury. The luxury market has now developed into a mass market with increased exposure (Brun & Castelli, 2013; Silverstein & Fiske, 2003).

There are many reasons for the shift in the luxury market, and the new market reality has been driven by factors such as globalization, digitalization of businesses, individual travel, culture convergence and wealth-creation opportunities (Okonkwo, 2009; Nobre & Simoes, 2019). According to Okonkwo (2007) the change in the luxury scene has emerged due to four main reasons. Firstly, a multitude of wealthy consumers has emerged throughout the world. Secondly, the entry barrier on the luxury market has been lowered. This is due to advancement in business and management practices. The third factor refers to the rapid growth of digital, information and communications technology, and the internet gives luxury brands an opportunity to attain a global level of brand awareness in a short period of time. Lastly, investments in the luxury sector through acquisitions, capital investments and brand portfolio development have increased, where financial institutions have realized the high intangible asset benefit of luxury brands (Okonkwo, 2007).

As a result of the mentioned change, luxury products reach more and wider markets, and brand purchase decisions are increasingly influenced by symbolic and non-utilitarian aspects. The strategy which targets a mass market is often called mass-prestige or masstige within the luxury market (Silverstein & Fiske, 2003). Luxury goods or goods that resemble luxury goods are now available to an increased number of consumers (Okonkwo, 2007). The new luxury trend contributes to increasing the accessibility of luxury fashion. As described in the previous chapter, luxury brands can be distinguished into three levels. One important effect of the mass-market approach on the luxury market is namely the accessibility, and luxury fashion goods are now available to more consumers (Okonkwo, 2007). This increase can further be explained through two factors; the luxury market has expanded and more people

can now afford luxury brands, and secondly luxury brands that previously were considered exclusive have been diffused to include lower-priced versions, line-extensions such as cosmetics, fragrance, eyewear and other accessories (Okonkwo, 2007).

Another effect that has emerged from the new luxury market is the intangible constructs attached to the luxury concept (Okonkwo, 2007). Previously the value in luxury goods was explained through the functional dimension and the product itself. Now the focus switched to more symbolic and emotional values created by the brand (Brun & Castelli, 2013). Luxury is considered as a dream that comprises intangible qualities that are lacking in consumers' lives (Okonkwo, 2007). This further correlates with the experiential marketing approach, which emphasizes consumers' desire for experiences and engagement when interacting with brands.

With the luxury market evolving into a more accessible and wide-spread experience, consumers' perception and relationship with luxury brands has simultaneously evolved. For consumers, new luxury is perceived as an individual option and as an experience embedded with subjectivity and uniqueness (Nobre & Simões, 2019). The experiential nature of new luxury brands relates to private and subjective experiences for the consumer, while still maintaining classic traits and status, providing a more intimate and unique relationship between consumer and brand (Nobre & Simões, 2019).

3.2.2 Luxury Industry

The luxury industry consists of a wide range of product categories, services, and experiences (Brun & Castelli, 2013), ranging from fine wines (Williams & Atwal, 2013) to luxury automobiles (Štrach & Everett, 2006), or luxury fashion (Fionda & Moore, 2009). The luxury industry used to be a tiny economic sector aimed at the rich where time, class, and handmade goods were the essence of this luxury brand value proposition. Over the years, the industry has changed significantly and since 1985 the sector has been growing steadily (Kapferer, 2014; Kapferer, 2017). Today the market is characterized by complexity, fierce competition, and susceptibility to change (Okonkwo, 2009). Due to the industry's broad

range of product categories, the focus of this paper will be on the luxury fashion apparel segment.

3.2.2.1 Luxury Fashion Apparel Industry

Luxury apparel consists of designer clothing and clothing accessories that are made “ready-to-wear” (Fionda & Moore, 2008). The market is characterized by fierce competition by brands that are perceived to be exceptionally relevant and influential in today’s society. Considering the whole luxury market, the luxury apparel covers about 25% of the total luxury market. In 2021 the market amounts to \$72.2billion. Over the next four years, the market is expected to increase annually by 4.82% (Statista, 2021b).

The increased growth in the market can be attributed to three driving forces. The most significant driver is originating from emerging economies. New rich customers have entered the market who want to display their wealth by buying luxury products. The second driver can be traced to an increase in customers who can not afford to regularly buy luxury products but occasionally purchases smaller items. This group of customers usually belongs to the middle or upper class. The last driver can be attributed to a significant increase in the visibility of luxury brands, which creates greater desirability and accessibility of luxury goods. Even though the luxury apparel market is constantly growing, it is threatened by several trends as well as challenges which can have a significant impact on the market (Kapferer, 2017).

3.2.2.2 Challenges

Luxury fashion brands are challenged by heightened competition following a global market expansion (Okonkwo, 2007). Economic trends, digital transformation, and evolving consumer habits are slowly creating a new competitive landscape. For brands to maintain healthy growth and profitability they need to be aware of these challenges and trends that are affecting the industry. Current trends and challenges affecting the industry are mainly coming from technological and sociological nature (Kapferer, 2017). With the increased competition, more brands are entering the market which has led to mass fashion and premium fashion brands that attempt to market themselves as luxury brands (Kapferer,

2017; Okonkwo, 2007). For brands to follow the current competition and excel they need to embrace technological and digital innovations (Kapferer, 2017).

The rise of the internet has posed a series of challenges for luxury brands. To meet these challenges, brands need to focus on the online shopping activities (Kapferer, 2017).

Customers are now demanding more digitalization for a seamless online-offline brand experience (Gutsatz & Heine, 2018). Within the digital environment, customers have more control over brands where they can interact with other customers by discussing and comparing each brand. For example by reading comments and reviews from others on social media (Kapferer, 2017).

Another important challenge that luxury brands need to be aware of is that the consumer tends to change and evolve over time. Movements towards a 'sharing economy' and trends like 'anti-consumerism' are rising. Consumers are becoming aware of the importance of sustainability, which pushes luxury brands towards acting in an environmentally and socially responsible way (Gutsatz & Heine, 2018). The most influential factor is the development originating from the growing influence of a younger customer generation, the millennials and the generation Z. With the generational shift, brands need to identify the customers' values from this generation. One of the key values that differs between the generations is that the younger generation is more aware of the environment and the harmful effects that unsustainability can have on the earth. Moreover, what differs between generations is that the younger generation stand out for their technology use, with the use of the internet and social media (Kapferer, 2017).

In modern society, it is therefore important for luxury brands to be aware of these challenges and adapt their business strategy to the younger generation as well as focusing on digitalization. If the challenges and trends on the market are met and handled correctly it creates an opportunity (Kapferer, 2017). Therefore, it is essential for luxury brands to understand the current environment in order to keep up with increased competition.

3.2.3. Luxury brand characteristics and mechanisms

To meet the current challenges on the market can be difficult, therefore branding the core activity of luxury brands is an important strategic tool (Okonkwo, 2009). To be able to create a sustained competitive advantage, companies need to recognize the strategic importance of brands and brand management and develop a successful marketing strategy (Louro & Cunha, 2001). In order to create a successful marketing strategy and sustain the symbolic value for consumers, several researchers have pointed out some common characteristics and mechanisms for luxury brands. In the following paragraphs, the most important mechanisms and characteristics are further described.

Brand identity

One of the fundamental characteristics of luxury brands is the brand identity which covers the visual elements associated with the brand and how they are perceived by others (Okonkwo, 2007). Developing a professional and creative brand identity can help businesses to differentiate themselves from the competition and appropriately position the brand (Keller, 2009). Furthermore, by creating a premium brand image in consumers' minds can support the high luxury prices.

The brand identity is not only related to the extrinsic properties of the product or service, but it is also how the brand aims to meet the consumers' psychological and social needs. Therefore, it consists of the perceptions and thoughts people have when thinking about the brand (Keller, 2009). Creating a brand identity can therefore come from many different factors, including product attributes such as quality, craftsmanship, innovation, creativity, and uniqueness (Fionda and Moore, 2009; Okonkwo, 2007). Moreover, it has been emphasized that products that are authentic, high-quality, and exclusive evoke a positive feeling in customers' minds (Fionda & Moore, 2009). To create a consistent and coherent brand identity that is in line with the brand's customers, a relevant, strong, and consistent marketing strategy must be established. It is important that the brand's identity is incorporated into all elements of the marketing strategy for it to be successful (Keller, 2009; Okonkwo, 2007).

Exclusivity

Luxury brands must be perceived as something special in order to differentiate from traditional products that are non-luxury (Keller, 2009). Perception of exclusivity, scarcity and rarity enhance the desire, which increases especially when it comes to expensive products (Kapferer, 2017). If everyone has the access and the possibility to own a brand's products or services, people's desire will reduce and the luxury component would decrease (Phau and Prendergast, 2000).

Scarcity and rarity is a powerful driver to create desirability. For brands to create scarcity and rarity perception, a high level of brand awareness must be sustained, but low level of brand diffusion. That can be done through advertising, endorsement, control of the distribution and price, as well as by introducing limited editions (Fionda & Moore, 2009). Luxury brands should therefore be desired by everybody but only consumed by a limited number of people (Kapferer, 2017).

Uniqueness

The concept of uniqueness is very related to exclusivity (Kapferer, 2017). Uniqueness is related to products and services that are hard to find and enhances an individual's self-image and social image (Vigneron & Johnson, 2004). From a brand management perspective, uniqueness is described as an intangible brand element associated with originality, scarcity, creativity, unique symbols, innovative design, logos and package design (Vigneron & Johnson 1999; Keller 2009). When considering luxury, uniqueness is key since it expresses personal taste and creative identity. Moreover, products that are limited edition and hard to find become even more valuable and customers are willing to pay more for these products (Vigneron & Johnson, 2004). Uniqueness from the consumer perspective will be further discussed in section 3.3.4.

Heritage

From the brand management perspective, heritage refers to the past and special events of the brand's history (Keller, 2009). By telling the history of the brand, an emotional involvement with consumers can be created (Kapferer & Bastien, 2009). Many of the most well-known luxury brands have been in operation for many years. It is common that it

started as a small family business focusing on craftsmanship invented by well-known founders. Many of these companies also derive their name from the founder (Kapferer, 2017). By linking the brand to its history and heritage, it creates nostalgia, credibility and durability for consumers (Keller, 2009). Researchers point out the importance of the brand history, they also suggest that if a brand has no particular history behind, then they should create one from scratch to build an appealing and unique identity (Keller, 2009; Kapferer, 2017). The brands' unique history and heritage can make the brand incomparable to competitors (Kapferer & Bastien, 2012).

Premium Price

Considering the pricing strategy for luxury brands it is completely different from what is seen for non-luxury brands. Lowering the price of luxury goods does not increase the demand, which would be the case for non-luxury goods (Kapferer & Bastien, 2009). Theory by Veblen (1899) indicates that an increase in the price of a luxury product will increase sales volume (Veblen, 1899). However, the company's aim should not be to be the most expensive brand on the market. Therefore the importance of premium prices is essential. Premium prices are higher than standard price for a good which is perceived to be of higher quality than standard. By introducing premium prices, the focus is on the high-end consumers since the non-high-end customers are less likely to afford it (Kapferer & Bastien, 2009). The prices reflect the quality associated with the brand along with other intangible and symbolic elements, especially exclusivity and uniqueness (Fionda & Moore, 2009; Kapferer & Bastien, 2009). To live up to these prices it is important that companies manage to find new ways of creating more value for the customer compared to competitors. Moreover, to maintain the luxury and symbolic value of the brand the premium price must be consistent with the brand values and other principles (Kapferer & Bastien, 2009).

Luxury environment and experience

The environment and the brands' service play an important part when transmitting the luxury proposition to consumers (Fionda & Moore, 2009). The luxury brand's environment should be filled with personalized stimulation for the imagination and individualized to create an immersive shopping experience. Within the luxury environment, the brand can be expressed through all the five senses that define the shopping experience (Kapferer, 2017).

The experience can be created through features that shape the atmosphere and complement the unique environment in customers' surroundings, i.e., the style, colors, lighting, sense, artwork and decorations displayed (Okonkwo, 2010). Moreover, human interaction plays a crucial role in providing an excellent luxury experience. That promotes the importance of employees and experts working in the environment (Kapferer, 2017; Okonkwo, 2010). It has been demonstrated how the interaction with salespersons, evaluated through the kindness, availability, courtesy, and behaviors of employees is a key feature to the success of luxury brands (Hamrouni & Touzi, 2011).

Considering the digital revolution, the luxury brand experience and environment need to be transferred to the online world. By creating a positive customer experience on the online platforms in the same way as in the store environment, it must appeal to the senses and evoke a deep desire to the consumers to be associated with the brand (Okonkwo, 2010). Branding the experience and transforming the consumers' interactions with their environment can create a stronger daily experience within the brand, leading to a competitive advantage (Fionda & Moore, 2009). Due to the importance of customer experience within the luxury brands, the consumer experience within the offline and online retail environment will be discussed further in section 3.4.4.1.

Distinctive design and aesthetics

Aesthetics is the nature of art and beauty and is related to the perception by the senses. According to Kapferer (1997) luxury defines beauty in the way that it is art applied to functional goods. Along with providing functionality, luxury items also become references of good taste, it provides an extra and multisensorial pleasure like to hear, smell, taste or touch. Therefore, the aesthetic appeal of luxury brands is not only related to beautiful design, but is also related to the experiential dimension, which is sustained by the luxury environment and experience mechanism (Kapferer, 1997). By emphasizing aesthetics, luxury brands should be assured that the look and feel of the brand work in a way to attract consumers and give them a positive experience within the brand.

3.2.4 Perceived values of luxury brands

In this section relevant frameworks within luxury branding will be examined from a consumer perspective.

Various classifications of luxury goods seem to be corresponding between scholars, where agreement can be found in the conceptualization of luxury goods by meeting both functional and psychological needs (Vigneron & Johnson, 2004). Furthermore, these psychological attributes to luxury brands seems to be the main factor for distinguishing them from non-luxury products (Vigneron & Johnson, 2004). In order to gain a deeper understanding of consumers' experience with luxury brands such functional and psychological values will be enlightened. Selected existing frameworks will be deliberated with the purpose of understanding consumers' perceived values of luxury brands.

Functional, Experiential and Symbolic Value of Luxury Brands

Berthon et al. (2009) proposed a luxury value model consisting of three dimensions, namely an objective (material), subjective (individual) and collective (social) dimension. Similarities with Keller's definition of a brand is evident; *"the personal value and meaning that consumers attach to the brand's product attributes (e.g., functional, symbolic, or experiential consequences from the brand's purchase or consumption)"*. This further emphasizes that the three dimensions argued by Berthon et al. (2009) correlates with the three components of a brand; functional, experiential and symbolic (Berthon et al., 2009).

The functional dimension refers to the physical attributes of a luxury brand (Berthon et al., 2009). The functionalism of the brand highlights what the object does in a sense of functionality, rather than what it actually represents. The symbolic dimension is related to the social factors attached to the brand. These dimensions comprise both what the value a luxury brand signals to others, and the value such signaling has to the signaler. Lastly, the experiential dimension expresses how the experience of a brand is an individual subjective value. How an individual perceives luxury is subjective, and personal hedonic values in luxury brands is apparent here (Berthon et al., 2009). It is stressed that the dimensions of luxury are contextual. The symbolic and functional values change with context, such as trends in

the market and time, where the experiential value can change accordingly to individuals' change in taste (Berthon et al., 2009).

Interpersonal and personal effects of luxury values

A framework consisting of five perceived luxury values was developed by Vigneron and Johnson (2004). The framework aims to understand what distinguishes strong luxury brands from non-luxury brands, and proposes a scale to measure the dimensions of perceived luxury. The five dimensions involve three interpersonal effects and two personal effects. Each dimension is correlating, but it is of importance to highlight the subjectivity, where different consumers will have different perceptions of luxury for the same brands, thus the overall luxury level of a brand would incorporate these dimensions from different perspectives (Vigneron & Johnson, 2004).

The five values are conspicuousness, uniqueness, and quality, which is categorized as non-personal perceptions, and hedonism and extended self, considered to be personal perceptions (Vigneron & Johnson, 2004). Conspicuousness refers to consumption of expensive luxury items to express wealth and status, meaning that the social status associated with a brand is an important factor when purchasing. Need for uniqueness is related to consumers' preferences for a brand when it is considered to be limited or difficult to obtain. Exclusivity and rarity increases one's desire for a brand, which is further enhanced when the brand is perceived as expensive. The dimension of quality refers to the functional attributes of luxury brands, where luxury brands are expected to offer superior product quality and performance. Luxury brands may be used to classify or distinguish oneself compared to relevant others. Thus, the value of the extended self refers to people's desire to conform to certain lifestyles and to portray their possession as a part of their identity. Lastly, hedonism refers to the personal rewards and fulfillment gained through luxury brand consumption. The dimension measures the emotional value luxury brands offer, rather than the functional benefits (Vigneron & Johnson, 2004).

Financial, Functional, Social and Individual Value of Luxury Brand

Wiedmann, Hennigs and Siebels (2007) developed a conceptual framework of consumers' luxury value perception. The model describes four dimensions which illustrate that individual and social as well as financial and functional dimensions significantly impact the consumer's luxury value perception and consumption (Wiedmann et al., 2007). The framework is inspired by the Vigneron and Johnson (2004) five-dimensional framework, and is considered to be an extension of the model aiming to enhance the current understanding of consumer value perception (Wiedmann et al., 2007).

The financial dimension refers to aspects related to the value of the products, such as price and investments, and to the value of what is sacrificed in order to acquire the product (Wiedmann et al., 2007). The functional dimension of luxury refers to basic utilities of the product, such as quality, uniqueness, usability, reliability and durability of the product (Sheth et al., 1991; Wiedmann et al., 2007). The individual dimension includes aspects such as hedonism, self-identity and materialistic value, and refers to the personal orientation consumers have towards luxury consumption. Finally, the social dimension indicates that consumption of luxury goods has a strong social function. The perceived value individuals acquire by consuming products or services, that is recognized within their own social groups, may affect the evaluation and the motivation to purchase luxury brands, and refers to constructs such as conspicuousness and prestige value (Wiedmann et al., 2007).

Based on the previously described models, three main constructs can evidently be highlighted. Even though luxury brands indubitably fulfill various functional values, such as performance related attributes, according to Okonkwo (2007) the primary motivation for luxury consumption is related to needs beyond the functionality. Hence, drawn from the existing frameworks, the values of status signaling, hedonism and need for uniqueness is considered essential and common in the context of perceived values of luxury brands. Following, a brief presentation of these three constructs will be conducted.

Status Signaling

Purchasing products for their symbolic and social value is recognized as a significant driver for consumption, and literature within the social psychology of status-directed consumption is well-established (Mason, 1992). Such consumers desire the social status and prestige which can be gained through their purchases (Mason, 1992). Status consumption can be 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, p. 42). A desire for social distinction could potentially lead consumers to ignore the financial aspects of a product, and purchase merely for the social recognition the consumer may acquire (Mason, 1992). Luxury goods intrinsically reflect the status of the users, by being something that most people want to possess, but only a few privileged people can obtain it (Kauppinen-Räsänen et al., 2018).

Hedonism

Hedonic consumption is defined as “those facets of consumer behavior that relate to the multisensory, fantasy and emotive aspects of one’s experience with products” (Hirschman & Holbrook, 1982; Mundel et al., 2018). Thus, rather than satisfying needs related to the basic, functional attributes of the product, hedonic consumption satisfies our emotional wants (Hirschman and Holbrook, 1982; Mundel et al., 2018). Consumers are willing to pay a higher price for hedonic products (O’Curry and Strahilevitz, 2001; Mundel et al., 2018), and consumers are driven to seek products or services that provide them emotional benefits (Hagtvedt and Patrick, 2009). Furthermore, luxury brands commonly offer emotional and sensual benefits that can be experienced by and transferred to consumers (Moore & Lee, 2012; Mandler, Johnen & Gräve, 2020). The value of hedonism arises through brands attempt of communicating their consumers imagination of themselves and depicting strong emotions, such as joy, self-rewards, love, passion or excitement (Holbrook & Hirschman, 1982)

Need for uniqueness

The need for uniqueness indicates consumers' need to differentiate themselves from others and to be seen as one of a kind (Snyder and Fromkin, 1997; Kauppinen-Räsänen et al., 2018). Luxury goods hold characteristics such as quality materials and connoisseurship, with creativity, craftsmanship and innovation being included in their making. Such features contribute to making these products exclusive, rare and unique, and furthermore suggest that they are unreachable and inaccessible to most (Kauppinen-Räsänen et al., 2018). Thus, exclusive and unique luxury brands are used in order to accomplish the need for uniqueness (Tian, Bearden, & Hunter, 2001; Kauppinen-Räsänen et al., 2018). The need for uniqueness is related to both a social and individual dimension. In terms of social aspects one desires to stand out and to distinguish themselves, and individually the need is related to self-expression, suggesting that consumers with a high need for uniqueness emphasize the independent self and seek differentiating brands (Kauppinen-Räsänen et al., 2018).

3.3 Brand Experience

Experience is defined in literature as “an empathetic, emotional, and memorable interaction that has intrinsic value” (Ranjan & Read, S, 2016, p. 293). Applied to brand management, Brakus et al. (2009, p. 52) conceptualized brand experience as;

“Sensations, feelings, cognitions, and behavioral responses evoked by brand related stimuli that are a part of a brand’s design and identity, packaging, communications, and environment”

A brand experience involves all the multiple touchpoints a consumer has with a brand, including the brand name, the billing, order and applications forms, mass media impressions, point of sales material, recommendations, emotional reaction and connectedness to the brand stories (Khan & Rahman, 2016; Veloutsou & Guzman, 2017). According to Brakus et al. (2009) brand experience differs from other brand constructs. Brand experiences are delimited to evoking sensations and feelings triggered by brand-related stimulus, and an experience can be positive or negative, short-lived, or long-lasting (Zarantonello & Schmitt, 2010).

Pine and Gilmore (1999) recognizes the economic shift in the market, moving away from the Service Economy and into the emerging Experience Economy. This shift requires

organizations to acknowledge consumers' desire for experiences and the competitive arena on the market lies in staging experiences for consumers (Pine & Gilmore, 1999). Pine and Gilmore (1999) argue that an experience occurs when individual customers engage in a way that creates a memorable event, and are considered to be personal and only existing in the mind of the individual who engaged on an emotional, physical, intellectual or spiritual level (Pine & Gilmore, 1999). Thus, an experience originates from the interaction with the brand and the individual's state of mind.

Furthermore, Pine and Gilmore (1999) considers experiences along two dimensions, namely the level of customer participation and the level of connection or environmental relationship. The former explains to which level the customer participates in the experience, from passive customers who simply observe or listen, to the other end with active participation. The second dimension, a customer's connection and relationship to brand environment, refers to if the consumer is paying attention to the experience or physically taking part in the experience, ranging from the state of absorption to immersion (Pine & Gilmore, 1999).

The authors (Pine & Gilmore, 1999) developed a model aiming at indicating how organizations may develop and improve brand experiences for consumers. The two dimensions mentioned above lay the foundation for four categories of experiences: Entertainment, Educational, Esthetic and Escapist. The first realm, Entertainment, refers to experiences that are considered for consumers to be entertaining, and is characterized with customers participating more passively than actively, and attention and connection is reaching a level of absorption. Thus the consumer is not actively involved in the brand experience (Pine & Gilmore, 1999). Secondly, the Educational realm is proving to require a more active participation, as it is related to educational events where the consumer is provided a learning experience. The realm of Escapist is characterized by experiences where the consumer is entirely involved, by being in a state of immersion through being physically involved in the experience and actively participating. Finally, the last realm is the category of esthetic, and contains a lower participation than the escapist with little or no effect on the experience, but is immersed in the environment (Pine & Gilmore, 1999).

The concept of brand experience has been studied by a number of researchers and authors, among them Bernd Schmitt who has investigated the subject and published a number of articles. Schmitt argues for the approach of experiential marketing emerging as a contrast to traditional marketing, where experiential marketers view consumers as rational and emotional human beings who desire pleasurable experiences (Schmitt, 1999a). This shift in the market is emphasized by Pine and Gilmore (1999) through the experience economy, thus both Schmitt and Pine and Gilmore recognize that consumers' needs and expectations are changing (Pine & Gilmore, 1999; Schmitt, 1999a).

The shift to experiential marketing discussed by Schmitt (1999a; 1999b) has four key characteristics; it is consumer-oriented with a focus on consumer experiences, focuses on consumption as a holistic experience, sees consumers as both rational and emotional creatures and finally the methods applied are eclectic, diverse and multifaceted (Schmitt, 1999b). Furthermore, this shift requires brands to consider how they appear, where brands should first and foremost view themselves as a provider of experiences (Schmitt, 1999b).

Schmitt (1999a; 1999b) presented a strategic framework for managing and creating brand experiences, namely SEM: Strategic Experiential Modules. This framework proposes five experiences which are identified as: Sense, Feel, Think, Act, and Relate. Each module is further triggered by experience providers (ExPros) such as communication, visual and verbal identity and signage, product presence, co-branding, spatial environments, electronic media and people (Schmitt, 1999a). These ExPros are correlating to the brand-related stimuli introduced by Brakus et al. (2009) in the presented brand experience definition, identified as "a brand's design, identity, packaging, communications and environments."

Sense refers to the experiences that appeal to a consumer's sense of sight, sound, touch, taste and smell. Feel appeals to a consumer's inner feelings and emotions, aiming to create affective brand experiences ranging from mildly positive moods to strong emotions of joy and pride (Schmitt, 1999a). Further, Think appeals to the intellectual through creating cognitive, problem-solving and engaging experiences (Schmitt, 1999a). Act experiences refers to a consumer's behavioral practices and actions, such as alternative lifestyles and interactions. Finally, Relate contains aspects of all the other modules, and refers to

something outside of the individual's private state, appealing to an individual's desire for self-improvement through positive perception from individual others e.g. one's peers, and the social system, e.g. subcultures (Schmitt, 1999b).

While Schmitt (1999a; 1999b) proposed five dimensions for brand experience, Brakus et al., (2009) proposed a brand experience framework consisting of 12 items, along four dimensions; sensory, affective, behavioral and intellectual (Appendix 1). The framework aims to measure the level of experience evoked by a brand on each of the four dimensions. The scale focuses on the degree to which a consumer has a sensory, affective, intellectual, behavioral or social experience with a brand, thus not providing a measurement of specific content of the experience (Brakus et al., 2009). According to Brakus et al. (2009) it has been substantial agreement in the categorizations of experiences, and across a variety of disciplines in the literature a moderately consistent set of experience dimensions have been proposed, such as the previously presented brand experience scales by Pine and Gilmore (1999a; 1999b) and Schmitt (1999). Thus, emphasizing that the development of the brand experience dimensions proposed by Brakus et al. (2009) include elements from such literature.

The brand experience dimensions by Brakus et al. (2009) differ from other brand measures, as it covers a wide range. It includes brand evaluations, brand involvement, brand attachment, customer delight, and brand personality. The framework is considered rather reliable and valid, and for that reason, many studies and researches follow Brakus et al. (2009) ideas. In the following paragraphs, the four dimensions presented by Brakus et al. (2009) will further be discussed.

The sensory dimension explains how a brand appeals to the consumer's senses (sight, hearing, touch, smell, and taste). Sensory brand experience is evoked directly by sensory brand-related stimuli, primarily comprising visual, auditory, tactile, olfactory, and gustatory stimuli, and captures aesthetic and sensory qualities that appeal to the senses (Zarantonello and Schmitt, 2010). This dimension correlates with the esthetic realm of Pine and Gilmore (1999) and the Schmitt's (1999) dimension of sense. By appealing to the five human senses it can have a great potential to establish strong and unique impressions in consumers' minds.

The affective dimension involves how intensely a brand evokes consumers' feelings and emotions, triggered by feelings generated by the brand. The affective dimension correlates with the feel dimension proposed by Schmitt (1999) and refers to the consumer's emotional response.

The behavioral brand experience dimension refers to how the brand is engaging consumers in physical activities. The dimension includes bodily experiences, lifestyles and interactions with the brand (Zarantonello & Schmitt, 2010), and correlates with the act-experience (Schmitt, 1999) and the Escapist realm, by being the most involved experience (Pine & Gilmore, 1999).

Lastly, the Intellectual dimension embraces how much the brand stimulates the consumers' cognition, engaging a consumer's convergent and divergent thinking (Zarantonello & Schmitt, 2010). Factors related to the dimension are referred to how much the brand makes the consumer think and how it stimulates the individuals' curiosity and problem solving (Brakus et al., 2009). The intellectual dimension correlates with the think-dimension of Schmitt (1999).

Furthermore, beside the development of brand experience dimensions, the study identified positive behavioral impacts of brand experience directly and indirectly on consumer satisfaction, loyalty and brand associations (Appendix 1) (Zarantonello & Schmitt, 2010). Having stronger and more intense brand experiences is the predicate of positive brand outcomes (Schmitt et al., 2015). Thus, if a brand evokes an experience for consumers, this alone might lead to satisfaction and loyalty. However, an experience might be the foundation for additional information processing that results in brand-related associations. In turn, these associations may affect consumer satisfaction (Brakus et al., 2009).

A conceptual research was conducted by Atwal & Williams (2009) which discussed brand experience in the light of luxury brands. According to the authors, marketing of luxury goods has become increasingly complex, not only consisting of portraying an image of quality, performance and authenticity, but also attempting to sell an experience through relating the

luxury goods to the consumer's lifestyles (Atwal & Williams, 2009). The authors further emphasize how luxury brands are in advantage regarding the reorientation to experiential marketing. Many luxury goods are already experiential, which makes it simpler for marketers to apply the principles of experiential marketing to their activities (Atwal & Williams, 2009).

3.4 Customer Journey

Customer journey is defined as a set of activities or interactions that customers go through when interacting with the company, product, and/or service. Instead of only looking at one specific transaction, the customer journey considers the full experience of being a customer (Lemon & Verhoef, 2016). Customer journeys and customer experience are closely intertwined. However, it differs in the way that that customer's experience involves emotions, motivations, and reactions that the customer comes across during different touchpoints. The customer experience is therefore how well the overall experience across the entire customer journey matches customer expectations. While the customer journey is the identification of interaction points (Davis & Longoria, 2003).

The concept of customer journey has been constantly evolving. Different authors and studies have elaborated on the concept and given their perception on which phases a customer goes through. This thesis will follow the customer journey process defined by Lemon & Verhoef (2016) as shown in figure 1. According to Lemon & Verhoef (2016) customer experience is conceptualized as a customer's journey with a brand over a period of time, following the purchase cycle across multiple touchpoints. Touchpoints are defined as any interaction that a customer has with the brand that forms the customer journey, before, during, and after they purchase something (Stein & Ramaseshan, 2016).

The customer journey consists of various paths and choices that the customer can take in the process of the journey. The tool used to outline these paths is the customer journey mapping. Customer journey map is a powerful technique for companies to understand what motivates their customers. With the tool, businesses can step into their customer's shoes and see their business from the customer's perspective. The aim is therefore to give businesses the opportunity to improve the quality of their customer experience at all

touchpoints and across all channels (Lemon & Verhoef, 2016). In the following section, the customer journey phases are further discussed, as well as different touchpoint types, consumer journey mapping and the consumer experience.

3.4.1. Customer Journey Phases

Lemon & Verhoef (2016) has visualised their understanding of the customer journey process as shown in *figure 1*. The process is divided into three stages, pre-purchase, purchase, and post-purchase. Across the stages, a series of touchpoints is comprised where the

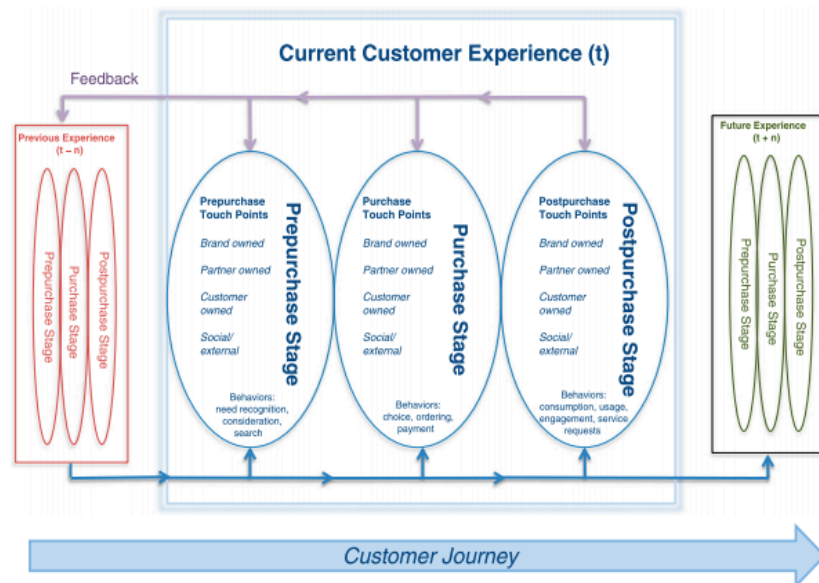


Figure 1: Customer Experience in Customer Journey, Lemon & Verhoef, 2016, p. 77.

customer could interact with the brand. Lemon & Verhoef (2016) also takes into consideration the customer's current experience that could be affected by the outcome of the previous experience and of any future experience. The customer journey could therefore become circular, depending on how many experiences the customer has had with the brand.

Pre-purchase, the first stage applies to all consumers' interaction with the brand before the purchase occurs. During this phase, the consumer usually becomes aware of a need or a desire to purchase something. To fulfill the need, the customer will most likely do an information search and consider whether and what to purchase. Thereby an awareness regarding the brand and their offerings are created (Lemon & Verhoef, 2016; Fernandes & Remelhe, 2015).

The purchase phase is when the actual purchase is happening. The stage encompasses all customers' interactions with the brand during the purchase transaction. During this phase, the consumer makes a final decision on what to purchase, how to purchase it (e.g. in-store, online through a website or app), and how to pay for it (Lemon & Verhoef, 2016).

The third and the last stage is the post-purchase, that is the consumer's interaction with the brand following the actual purchase (Lemon & Verhoef, 2016). At this stage the focus is on the customer's consumption experience, the service recovery, customer's decisions to return products, repurchase and seek variety. Furthermore, the focus is also on non-purchase behaviors such as word of mouth and other customer involvement. Customers compare the bought items with their expectations, either they will be satisfied or dissatisfied (Lemon & Verhoef, 2016; Voorhees et al., 2017). For brands it is essential to create a positive post-purchase experience. That will increase the chances of a returning customer and possibly lead to customer loyalty (Triantafillidou & Simokos, 2014).

3.4.2. Customer Journey Touchpoints

Think about all the different ways a consumer can interact with a business, whether it is in-store, through a website, an app or any form of communication. All these different ways can be defined as touchpoints (Davis & Longoria, 2003). Lemon & Verhoef (2016) identify four types of touchpoints: brand-owned, partner-owned, customer-owned, and social/external owned.

The brand-owned touch points are customer interactions during the experience that are designed and managed by the firm and include all brand-owned media and marketing mix. Firms have a possibility of influencing the touchpoints that are brand owned, therefore allowing them to create stimuli that can influence the customers' experience. Examples of brand-owned touchpoints are all forms of advertising where brands have full control of what they want to convey in order to influence their customers (Lemon & Verhoef, 2016).

Partner-owned touchpoints are jointly designed and controlled by the brand and any partner organization who influence the consumer experience together with the brand (such as

distribution, marketing agencies or communication channel partners). An example of a partner-owned touchpoint is a smartphone app, where the brand has the idea for the app and what content it should contain, but a partner is needed to design and create the app (Lemon & Verhoef, 2016).

Customer-owned touchpoints cover consumer actions that are not controlled or influenced by the brand or its partners. An example could be in the pre-purchase phase when consumers decide where and what to buy, in the purchase phase when the customer can choose the payment method, and most critical during the post-purchase phase whether the purchased item managed to fulfill the consumer's need (Lemon & Verhoef, 2016).

Lastly the social/external owned touchpoints are out of the control of the brands and have great influence on the consumer experience. Other surrounding factors like other consumers, peers, the social environment and independent information sources may influence the process. Touchpoints that could influence customers at this stage could be word of mouth during the pre-purchase phase, social interaction during the purchase phase or a third-party information source, such as review sites and social media (Lemon & Verhoef, 2016).

3.4.3. Customer Journey Mapping

As previously mentioned, the customer journey mapping is a tool used to outline the touchpoints (Lemon & Verhoef, 2016). Customer journey mapping is all about visualizing the customer's journey in a way that allows companies to understand what motivates their customers. The mapping gives the possibility to obtain a deeper understanding of the entire customer journey by mapping the touchpoints and identifying the essential elements within each touchpoint (Stein & Ramaseshan, 2017). By defining each step obstacles can be removed to make the process efficient and intuitive. Moreover, opportunities through the journey can be identified to improve and enhance the overall customer experience (Lemon & Verhoef, 2016). There is no specific way of mapping out the paths of the touchpoints, it is rather based on the conceptual definitions behind the customer journey analysis (Stein & Ramaseshan, 2017).

3.4.4. Customer Experience

Since the overall aim of the thesis is to further understand the consumer experience of luxury brands offered on the second-hand luxury market, it is considered relevant for the thesis to examine the concept of customer experience in more detail. According to Lemon & Verhoef (2016), customer experience is a customer's journey with a firm over time during the purchase cycle across multiple touchpoints. It is worth noting that the concept of customer experience and brand experience tends to be unclear and confusing. The terms are closely connected since they both have in common that they focus on one thing and that is the customer. However, the terms differ in the way that the brand experience caters to the consumer even before they become a customer. While, customer experience helps to guide a customer throughout an interaction from within the brand (Lemon & Verhoef, 2016; Khan & Rahman, 2016).

Bustamante and Rubio (2017) conducted a study where they measured customer experience in physical retail environments, indicating that the customer experience is constructed by four components: cognitive, affective, social, and physical experience (Bustamante & Rubio, 2017; Lemon & Verhoef, 2016). The cognitive experience is the mental process of existing knowledge and understanding through thought and is considered to be the first part of the consumer experience. However, the cognitive experience is not limited to only knowledge or thought, but it emerges as a mental response to the stimuli the environment proposes (Schmitt, 1999). This experience is most obvious for the pre-purchase process. The affective experience is related to the feelings that the customer experiences that mainly includes emotions and moods. The human interaction is then related to the social experience. In the retail environment, the social experience is classified into two groups: interaction between customer and employees, and interaction between a customer and other customers. The last one is the physical experience that concerns the psychological response to the environment. This response can be described as tension, discomfort, pain, well-being, or comfort (Bustamante & Rubio, 2017).

Researchers argue that the overall journey of the experience must be memorable for the consumer experience to matter. Research by Pine and Gilmore (1998), where they study the experience economy, concludes that the experience becomes memorable when the experience provider allows the customer to actively participate (Pine & Gilmore, 1998; Bustamante & Rubio, 2017). The consumer must perceive value from experience with the provider in order for it to be memorable, which will create a successful consumer experience. The customer's experience is therefore neither perceived nor designed, it is co-created through interaction, which initiates value co-creation (Vargo & Lusch, 2006).

3.4.4.1 Customer Experience in retail environment

Considering physical retail purchases, a study conducted by Dalmoro, Isabella, Almeida, & dos Santos Fleck (2019) investigates how physical and sensorial in-store environmental elements work as triggers in consumer's experiences. The physical environmental triggers include the atmosphere, brand, employee/s, other consumers and the products. While sensorial environmental triggers are elements that create comfort and fondness. According to the study, there are two factors that affect the in-store customer experience during physical retail purchases; convenience and product features. Consumer shopping experiences therefore result from multi-physical and sensorial triggers and subjective responses generated from multiple dimensions of experience, manifested mainly through comfort and product evaluation (Dalmoro et al., 2019).

Convenience was perceived to be related to the physical and sensorial environmental triggers in a way that it is easy to find the products and prices in the store, availability of stock, product display, and ease of payment. Moreover, store locations were considered to be highly convenient, such as stores located in a shopping mall which makes the purchasing routine easier. Stores with nice colors, comfortable temperatures, and pleasant music can also be understood to increase feelings of consumers' convenience. The perceived comfort is therefore not linked to the products but rather with the store's physical space and the broader environment. Lack of convenience may cause consumers to refrain from making a purchase (Dalmoro et al., 2019).

The product features include origins, raw materials, and quality. The product material and colors used on the products and whether the consumers have the ability to touch and feel the product are all things that can influence consumers' evaluation and consequently their shopping experience. During the consumer shopping experience, products may be assumed as highly important. Not only because of the product's features but due to the subjective responses developed by their physical features. Therefore, the association between the physical or sensorial environmental triggers can create an increase in the consumer experience (Dalmoro et al., 2019).

The information mentioned above also applies to the luxury market. Even though the research was conducted in a non-luxury environment, it can still be assumed that the customer experience weighs even higher in the luxury industry. Luxury brands strive to create a fantastic consumer experience due to the highly experiential nature of luxury goods, their premium product quality, the self-expressive purchase motivations, and the search for hedonic value. The elements of the luxury physical store are therefore fundamental in creating a memorable shopping experience (Cho & Lee, 2017). Moreover, the aesthetic orientation, achieved through elegant architecture and interior design furniture, is commonly used by luxury brands. Even famous fashion designers such as Gucci, Louis Vuitton, and Armani hired architects to create great stores and distinguish their brands and prestige (Kirby & Kent, 2010).

As mentioned in section 3.3.3, the experience and the environment need to be transferred to the online world as well. Online shopping can bring customers several advantages linked to convenience and functional benefits that can create a positive consumer experience. It contributes to the pre-purchasing phase as a source of information. It can help customers identify their needs, compare information and products, and discover new products in less time than offline. However, consumers often feel the need to feel and touch the products, which is impossible to transfer to the online platform (Okonkwo, 2009). Therefore, it can be expected that consumers take advantage of both platforms when it comes to purchasing. They might use the internet to look at different products and their features to find out what suits them, and then go to the store to touch and feel the product.

3.5 Conclusion of Theoretical Framework

Based on the purpose of our research, the presented literature will be applied to the thesis' case, second-hand luxury brands, to guide the analysis. The theoretical framework is developed with regards to answering the research question and the three sub-questions as clearly as possible.

The first component of the framework is related to literature within luxury brands, where main models and constructs from both consumer and branding perspectives have been presented. Departing from these, luxury brands bought second-hand will be compared in relation to first-hand luxury brands throughout the research and data analysis. Luxury brand mechanisms will be applied to the case to provide a brand management perspective, acquiring a more managerial understanding of how luxury brands are managed to a certain extent. This in turn helps to understand why luxury brands are affected by second-hand consumption. Further, how luxury brand mechanisms are managed is related to how consumers perceive luxury brands. Consumers' interpretations and perceptions and its context determine what luxury is and the meaning connected to it (Berthon et al., 2009). Thus, luxury brand values from a consumer perspective will provide a foundation for a deeper understanding of young female consumers' perception of luxury brands purchased first-hand versus second-hand.

The construct of brand experience will be based on the Brakus et al. (2009) framework, conceptualized into sensory, affective, intellectual, and behavioral dimensions. Firstly the research will be using the framework as a foundation when conducting interviews. Following, the framework will be applied when analyzing young female consumers' experiences with first-hand luxury brands and second-hand luxury brands. This will provide an understanding of which brand experience dimension takes more or less position when comparing second-hand luxury brands with first-hand.

The last component of the framework focuses on consumers' customer journey when purchasing both second-hand luxury- and first-hand luxury brands. Lemon & Verhoef (2016) framework, which divides the customer journey into three phases, namely pre-purchase,

purchase, and post-purchase, guides the researchers through the young female consumers' journeys when purchasing luxury. The purpose of the analysis is to uncover specific touchpoints (Lemon & Verhoef, 2016) appearing during a first-hand luxury journey versus a second-hand, to explore how the journeys affect consumers' overall experience with luxury brands.

4. METHODOLOGY

An issue first addressed in this chapter concerns our research philosophy. Thereafter follows, research approach, research design, and methods for data collection. At last, we reflect critically on our methodology and discuss how to validate our research process. The reason for this structure is found in our ambition to reveal our thoughts and ideas behind our research approach, and implicitly its foundational premises and linkages to philosophy of science, and to the literature that form the theoretical basis for our study, i.e. brand experience.

The researchers acknowledge a brand as a multifaceted term, which is considered to be more than the physical aspects of the brand, meaning feelings, identity, engagement, associations and experiences evoked. Thus, a brand is built of both tangible and intangible characteristics. Furthermore, brand experience is understood along four primary dimensions in this study, demonstrated by Brakus et al. (2009). The sensations, feelings, cognitions and behavioral responses evoked by brand related stimuli, are recognized as highly subjective and living in the mind of the consumer. Further, brand experience and co-creation has received attention, understood as an essential construct to understand brand experience. The consumer is considered as an active producer of creating brand value, which stimulates consumers' brand engagement with a brand, further influencing brand experience (Nysveen & Pedersen, 2014). The way consumers experience brands does further affect the way they react to brand-related information (Veloutsou & Guzman, 2017).

Thus, the researchers understand the concept of brands and brand experience as highly subjective and individualized. Additionally, how a consumer experiences a brand could be

inherent to a consumer's mind, thus of an inexpressible and subconscious manner. This emphasizes that the research will consist of collecting a series of interpretations and descriptions in order to acquire a deeper understanding of the phenomenon.

4.1 Research Philosophy

The research philosophy is the foundation of how researchers perceive the world, and therefore sets the foundation for research strategy and methods (Saunders, Lewis, & Thornhill, 2006). Research philosophy can be thought of in two ways; ontology and epistemology, representing two main philosophical dimensions distinguishing existing research paradigms (Wahyuni, 2012). They revolve around the nature of knowledge and the development of that knowledge. Ontology represents the nature of reality and how one perceives reality. Epistemology is the belief on the way to generate, understand and use valid and legitimate knowledge (Wahyuni, 2012; Saunders et al., 2012). Understanding the philosophical basis of science is critical in ensuring that research outcomes are appropriately and meaningfully interpreted (Berger & Luckmann, 1966).

Ontology

Ontology deals with the nature of reality in a manner that intends to question the researcher's position regarding their beliefs of how the world operates. Different kinds of research are found on various beliefs about what people think the truth is. Philosophies about reality can be divided into different ways; realism and relativism. Realists believed that one truth exists and that the truth does not change, and the truth can be discovered using objective measurements. The opposite view of realism is called relativism. Relativist ontology is based on the philosophy that reality is constructed within the human mind, such that multiple versions of reality exist. Therefore, reality is created by how people see things, and it evolves and changes depending on their experiences (Berger & Luckmann, 1966).

Since the research aims to further understand consumers' experience of luxury brands offered in the second-hand luxury market, there will not be one correct answer to the research question, as consumer experiences may vary between individuals. Therefore, the project will describe reality through social constructivism. In terms of ontology, a social constructivist is a relativist, and the research will, thus, perceive reality as being constructed

through social relations. Meaning that the study presents a specific view of social reality that individuals experience at any given time and place (Berger & Luckmann, 1966).

Epistemology

Epistemology comprises the issue of deciding in which way to generate acceptable and valid knowledge (Wahyuni, 2012). The philosophical dimension can be divided into three perspectives: positivism, realism, and interpretivism, where positivism and interpretivism are considered the two extremes within the epistemological paradigm. A positivistic research philosophy within the epistemological view advocates for observable and measurable facts, and a phenomena needs to be observable and measurable in order to lead to a production of credible and meaningful data (Crotty, 1998; Saunders et al., 2019).

On the other hand, interpretivism takes human beings' subjective meanings and social worlds into account, arguing that humans are different from a physical phenomenon because of humans' complexity and meaning creation (Saunders et al., 2019). This perspective believes that reality is constructed by social actors and people's perception of it (Wahyuni, 2012). As human perspectives and experiences are subjective, social reality may change and can have multiple perspectives, which emphasize how this research leans towards this view. This project applies an interpretivist approach by aiming to understand human experience in a socially constructed reality, and by focusing on the subjective meanings and experiences of luxury brands. Furthermore, the study is highly dependent on the participants of the in-depth interviews, where a qualitative method ensures rich descriptions of social constructs (Wahyuni, 2012). Thus, by applying an interpretivist epistemological approach to this research, the researchers acknowledge that the knowledge and data collected are changeable, contextual and socially constructed by the participants.

4.2 Research Approach

Since the second-hand luxury apparel market is dynamic and is expected to expand significantly in the coming years (Ducasse et al., 2019), it makes the market extremely attractive for further research. In order to answer the research question, it is important for the researchers to take advantage of flexibility between empirical data and existing theories. This project is, therefore, following an abductive research design. The core essence of

abductive research design is that the knowledge creation path is explorative and consists of continuous movement between theory (constructs and frameworks) and data (the empirical world). An abductive approach focuses on the discovery of new concepts, ideas and explanations, and considers how the data supports existing theories or the way in which theories might need to be modified (Dubois & Gadde, 2002).

An abductive approach can be understood as a process that is a mix between inductive and deductive approaches. The deductive approach takes a point of departure in theories and then verifies or falsifies it through research. While the inductive approach starts with the conduction of the research, and the resulting data are used as a base to identify patterns and formulate theories (Saunders et al, 2019). Following the abductive approach allows researchers to go 'back and forth' from one type of research activity to another. In particular, going back and forth between empirical observations and theory to expand the knowledge of both theory and empirical phenomena. An abductive research design recognizes and uses existing and profound theories that guide and support the data collection within a phenomenon yet to be explored in-depth (Dubois & Gadde, 2002).

Therefore, the abductive approach consists of a pragmatic approach to advancing the social sciences through a process of “systematic combining”

(Figure 2), which is described as non-linear, resulting in a continuous movement between the literature, the empirical world, and the identified case. Thus, it is a process of combining efforts with the ultimate objective of matching theory and reality (Dubois &

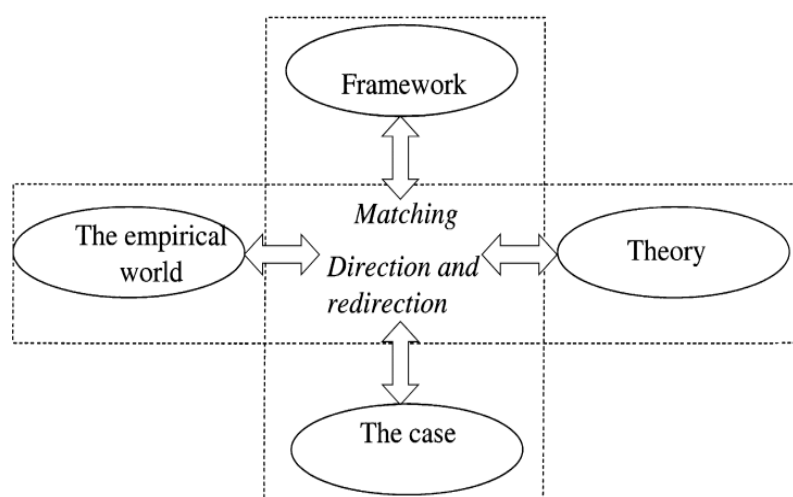


Figure 2: Systematic combining, Ducasse et al.,2019 ,p. 555.

Gadde, 2002). One of the foundations of systematic combining is matching theory and

reality together. Thus by going back and forth between framework, data sources, and data analysis. The researchers started to gather information about the context of the second-hand market in the empirical context. Where the empirical analysis was an evidence-based approach to the study and interpretation of information. Following the empirical context, the focus was on the theoretical framework supported by theories and literature. Further, the analyzed data from the in-depth interviews, the empirical context and theoretical framework were linked to the data. Throughout the process, the theoretical framework was continuously reflected upon in light of the empirical research findings to better understand both the theoretical and empirical perspectives. Following an abductive process makes it possible to combine mechanisms from different inputs to create and develop constructs to reflect reality (Storbacka & Nenonen, 2015).

The benefit of being able to go back and forth between theory and research findings is that the data are not forced to fit into preconceived categories, rather the categories are developed from the data. Another foundation of the systematic combining (*Figure 2*) can be described as a process involving a number of “directions” and “redirections”, which are necessary to achieve matching between theory and research findings. Direction is related to the current theoretical ideas that guide the data collection, while, redirections are related to different changes through the process that are most often related to choices or decisions made with regard to how to expand the empirical study and how to (re)focus it with regard to theoretical framing (ibid).

4.3 Research Design and Method

The research design can be seen as the framework of which the research project is conducted, and act as a formal and holistic plan of how the research question intends to be answered (Saunders et al., 2019). De Vaus (2001, p. 9) defines the function of a research design to “*ensure that the evidence obtained enables us to answer the initial question as unambiguously as possible*”. When choosing research design it should be intently related to the purpose of the research (Saunders et al., 2019). Thus, it is essential to consider what kind of information and data is necessary to answer the research question.

Our study follows an exploratory research approach due to a dynamic and subjective research phenomenon. The second-hand luxury market is continuously growing, as well as the study is based on consumers' subjective interpretations of the phenomenon. The research investigates consumers' experience with luxury brands offered in the second-hand market. The research should be designed to collect data that can contribute to exploring consumers' subjective experience with the phenomenon. Thus, an exploratory angle is considered applicable for this particular thesis, as such an approach aims to clarify an understanding of a phenomenon with an unclear nature (Saunders et al., 2019). The purpose of exploratory research is to acquire an understanding of phenomena that are complex and dynamic (Malhotra & Birks, 2006). It is considered unclear how luxury apparel consumers perceive and experience luxury brands offered in the second-hand market. In order to understand the underlying dimensions of the study, exploratory research is conducted through the use of semi-structured in-depth individual interviews and a search of secondary data sources.

Additionally, exploratory research is characterized as flexible and adaptable to change, where the research should be able to change direction throughout the process (Saunders et al., 2019). This is further highlighted through the abductive approach applied to this specific thesis.

4.3.1 Case study

After establishing the exploratory nature of the study, a choice of research strategy is applied. In general a research strategy is a plan of action to answer the research question, and aligns the research question, research philosophy, research approach and purpose, by illustrating how the researchers will go about to achieve a goal (Saunders et al., 2019). For this particular research, the case study strategy is chosen and considered most suitable. A case study is a "research strategy that involves the empirical investigation of a phenomenon within its real life context, using multiple sources of evidence" (Saunders et al., 2019, Glossary). The research will be based on the case of the second-hand sector in the luxury apparel industry. A case study strategy is advantageous when desiring to collect rich, empirical descriptions and has the capacity to generate insights from intensive and in-depth research inquiries.

Case studies aim to answer 'How' and 'Why' research questions, as their nature identifies connections within a phenomena, rather than quantifiable numbers (Yin, 2014). In order to grasp the complexity of the research phenomena, a case study is considered appropriate for the following reasons. The study's research questions investigates in what way and why the increasing trend of second-hand affects luxury brands, which constitutes both a 'How' and 'Why' question, being in line with the nature of case studies. Additionally, how luxury brands are perceived and experienced is inherent to the mind of consumers, which means it cannot be controlled and the data is not entirely apparent.

With this in mind, the nature of the case study needs to be identified, distinguishing between single case study and multiple case study. Both approaches are based on the same characteristics, but are distinct in the way of application and results. This study will be based on a single case, particularly the second-hand sector in the luxury apparel industry. A single case is characterized by representing an unique case which is selected to provide an opportunity to analyze a phenomenon that few have considered (Saunders et al., 2019). A multiple case study combines a number of cases often used as a comparison mechanism, where a single case study considers one particular case through an in-depth analysis (Bell, Bryman & Harley, 2019). Both strategies have benefits and disadvantages, where a single case beneficially contains a deep and thorough investigation of a study. On the other hand it is of importance to consider the single case studies' limited external validity and generalizability. This will be further investigated in chapter 4.5.

4.3.2 Methodological choice

The methodological choice refers to whether you follow a quantitative, qualitative or a mixed methods approach which combines quantitative and qualitative techniques (Saunders et al., 2019). There appears to be a growing consensus that qualitative research is aimed at discovering a phenomenon, while quantitative research aims to justify (Park & Park, 2016). Furthermore, the methods can be distinguished by numeric and non-numeric data, where a quantitative design generates and uses numerical data, and qualitative data aims to generate theories and knowledge (Saunders et al., 2019). As quantitative research often focuses on quantification through numerical data, it is usually associated with a positivistic

research philosophy and a deductive approach (ibid). Aligned with the previous considerations, the application of a qualitative method is considered suitable for our specific research. The method choice is in line with the interpretivist and abductive nature of the research, where the study aims to collect experiences and meanings derived from words and images, not numbers (ibid). A qualitative research strategy will contribute to gathering nuanced and detailed perceptions and meanings of luxury brands, thus it is compatible with the research question.

Additionally, Saunders et al. (2019) outline the methodological choice as either mono method or multiple methods. This specific thesis is following a mono method approach by conducting a single data collection technique, namely semi-structured in-depth interviews.

4.4 Data Collection and Analysis

This section of the research methodology describes the data collection tools applied to the research as well as the considerations and reasoning behind the methods used. The section is divided into three sub-sections, two of which describe each of the research methods: in-depth interviews and secondary data, while the third one presents the data analysis procedure.

4.4.1 Primary Data

With the use of the theoretical framework, the project seeks to gain a better and more in-depth understanding of consumers' experience of the second-hand luxury apparel market. Therefore, the primary data is in-depth interviews. Ten in-depth interviews were conducted with young women. For this research, the form of qualitative research chosen was semi-structured interviews. Since researchers seek to “*uncover underlying motivations, beliefs, attitudes, and feelings on a topic*” rather than aim to provide any universal truth (Malhotra, Birks, & Wills, 2013). By following semi-structured interviews it allows for more specific research focus since it allows researchers to steer the interview into different directions and follow up on relevant themes (Bell et al., 2019).

The in-depth interviews are relatively flexible as they can prompt the interviewee to expand on the topic. Therefore, the in-depth interviews aim to explore and provide everyday events, contexts, multi-faceted situations, and interviewer reflection (Bell et al., 2019). Since the research aim is to explore consumer experiences, the in-depth method is considered relevant to help uncover the underlying perceptions of these themes. With the aim of getting the most out of the in-depth interviews, the interviews were designed to be natural and open conversation. Forehand, the interviewees were introduced to the research topic and they were made aware that no answer was right or wrong. The interview questions were designed to be open-ended to get more in-depth information from the interviewee.

The interviews were steered by one interviewer each time who had a checklist of topics to cover the desired issues but simultaneously maintaining the less prescribed configuration. The average interview was 30 minutes, some of them were a little shorter or longer, which made a difference in how much the interviewee had to say.

4.4.1.1 Sampling Technique for In-depth Interviews

The participants for the interviews are selected based on the scope of the project. The in-depth interviews aim to understand young women's experience of luxury brands offered in the second-hand luxury market. Therefore, participants for the interviews are segmented only to include young females between 24 and 29. The research project only focuses on females because research has shown that females differ from males in their response toward luxury brands. This difference can preferably be linked to a higher perceived symbolic and social value of luxury brands that have traditionally been more important for females than males. Therefore, females have more positive attitudes toward luxury brands than males and are thus a valuable target segment (Stokburger-Sauer & Teichmann, 2013). In terms of a chosen generation, the young luxury consumers are the largest participants in the second-hand luxury market, namely generation Z and generation Y (the millennials) (Dimock, 2021). Therefore, the in-depth interview participants were women from the age of 24-29 years old. The respondents were further chosen based on their experience with buying second-hand and first-hand luxury apparel brands, where all respondents had experience with purchasing both. This provides an opportunity for comparing different experiences.

Due to the pandemic of the COVID-19 virus in the world, all interviews were conducted via Microsoft Teams. For safety reasons, physical meetings were not considered appropriate at that time. Therefore, a convenience sampling method was chosen. A convenience sample is a type of non-probability sampling method where the sample is taken from people that are easy to contact or to reach (Etikan, Musa, & Alkassim, 2016). However, the researchers are aware of the disadvantages of using convenience sampling, resulting in a lack of validity since the participants may be a relatively monotonous social group. Further, the interviewees may not be comfortable knowing that the information they share will be used and quoted in the project, so the interviewees may become aware of this when they share their views of the topic. However, to counteract this, the actual names of the interviewees will not be published, their names will be changed.

4.4.1.3 Interview Guide

Following a semi-structured interview-style, an interview guide is considered necessary to ensure all topics are covered (Daymon & Holloway, 2002). The interviews are following an interview guide which lists specific questions to be addressed during the interview (*Appendix 2*). During the scripting of the questions, the authors made sure that the questions encouraged positive interaction and assured the flow of the interview conversation (Bell et al., 2019). The interview guide is divided into the overall themes of the thesis; luxury brands in general, second-hand luxury brands (customer journey and brand experience), first-hand luxury brands (customer journey and brand experience), and lastly, the comparison of the first-hand and second-hand market. These themes are selected based on the project's sub-questions to ensure that the interviews cover the overall topics considered interesting for this project. Figure 3 illustrates the structure and main contents of the interview guide along with the main inspirational sources from the theoretical framework.

By following a semi-structured interview-guide, the interview can be steered into different directions and follow up on relevant themes which gives the interviewees the ability to share their thoughts more freely. This offers a valuable opportunity to dive deeper into the participants' realities (Bell et al., 2019).

THEMES	INSPIRATIONAL SOURCE
Luxury in general	Luxury Brand Mechanisms Okonkwo (2007)
In general: Second-hand luxury brands	Perceived Luxury Brand Values Wiedmann et al. (2007) Vigneron & Johnson (2004) Berthon et al. (2009)
Customer Journey: Second-hand luxury brands	Lemon and Verhoef (2016)
Brand Experience: Second-hand luxury brands	Brakus et.al (2009) <i>Sensory, Affective, Behavioral, Intellectual dimension</i>
In general: First-hand luxury brands	Perceived Luxury Brand Values Wiedmann et al. (2007) Vigneron & Johnson (2004) Berthon et al. (2009)
Customer Journey: First-hand luxury brands	Lemon and Verhoef (2016)
Brand Experience: First-hand luxury brands	Brakus et.al (2009) <i>Sensory, Affective, Behavioral, Intellectual dimension</i>
Comparison: Differences between first-hand and second-hand	<i>All above</i>

Figure 3: Structure of Interview Guide.

In the last part of our interview guide we asked the respondents to compare their second-hand luxury brand experience with first-hand experience, following the structure of our questions regarding customer journey and brand experience. This was conducted in order to observe if the respondents came up with something specific when reflecting over differences and similarities. When being asked to specifically compare two experiences, different results might come to mind. In that way the researchers are able to analyze what the respondents consider to be the main differences, in addition to analyzing their two different experiences from buying first-hand-and second-hand luxury brands.

4.4.1.4 Recording and Transcribing Interviews

By transcribing an interview from recorded conversation to paper, several methodological decisions are required to understand the variables and the potential limitations. When using qualitative interviews as data, it is worth noting that when conducting an interview via Microsoft Teams, non-verbal cues might have been lost, such as body movements, body orientation, nuances of the voice, and facial expressions. Therefore the researchers took notes during the interviews to capture the non-verbal cues, which could be beneficial when

analyzing the interviews. Moreover, to have the transcribed interview as readable, characteristics from the spoken language like half words and sounds have been left out to the transcribing (Kvale & Brinkmann, 2015). Besides, the interviews were recorded with two mobile phones each time to ensure the quality and success of the recording.

4.4.1 Secondary Data

In contrast to primary data, secondary data is defined as “*data that have already been collected for purposes other than the problem at hand*” (Malhotra, Birks & Wills, 2013, p. 61). This study uses secondary data in combination with the collected primary data. By using more than one source of data, the collected data can be complemented (Bell et al., 2019). The abductive nature of the research ensures continuously collecting literature, where theory has been included and removed throughout the research process. Furthermore, secondary data needs to be critically evaluated before being considered (Malhotra et al., 2013), where the researchers have been thorough in their collection and evaluation.

As illustrated in the empirical context, the second-hand luxury apparel market is currently increasing and evolving, which emphasizes the need for an investigation of the phenomena as well as collecting recent sources that present the current scope of the industry. By using secondary data as a theoretical framework for the primary research, a holistic understanding of the phenomena is gained. In order to acquire secondary data, academic literature and statistical data has been thoroughly reviewed, compared and reflected upon. This is presented in chapter 2 and 3, namely the empirical context and the theoretical framework.

A variety of sources and approaches have been used to collect secondary data. In this research the secondary data is related to the context of the second-hand luxury apparel market, as presented in chapter 2. The topics covered in the theoretical framework are related to luxury brands and the associated values, brand experience dimensions and literature regarding the customer journey. For the purpose of this study, secondary data mainly come from a variety of peer-reviewed literature such as academic articles, academic books and industry reports within the luxury apparel market. The data is considered an important foundation and basis for reflection when aiming to reach a greater understanding

of how luxury is perceived in the second-hand luxury market. Thus, in combination with the primary data, the secondary data allowed the researchers to answer the research question.

4.4.3 Data analysis

In order to classify and organize the gathered qualitative data, the project follows the framework developed by Miles and Huberman (1994) to describe the phases of data analysis: (1) Data Reduction and coding, (2) Data Displaying, and (3) Conclusion Drawing and Verification.

Data reduction refers to the process of structural coding by selecting, focusing, simplifying, abstracting, and transforming the data that appear in written-up field notes or transcriptions (Frechtling et al., 1997). The in-depth interviews are transformed to transcriptions, and each question in the interview guide was related to a structural code. Structural coding is used as a coding method where the data is coded according to research questions to uncover key patterns and themes across the interviews (Frechtling et al., 1997). By following the structural codes in the interview guide, new codes appeared to the researchers based on the similarities and differences of the studied phenomenon. The new codes found during the coding process are colored in green in the interview coding display, visible below each transcribed interview (*Appendix 3-12*).

The data is displayed in matrices in order to get an overview of the key findings from the coded interviews (Frechtling et al., 1997). The matrices are structured in line with the sub-questions related to key patterns and themes emerging from the interview data. Lastly, the last step of the process is the qualitative data analysis, where key findings are elaborated and analyzed.

4.5 Research Quality

In the following an assessment of the quality of the conducted research will be made. This evaluation will discuss five criteria, namely *credibility*, *dependability*, *confirmability*, *transferability* and *authenticity*, presented by Guba and Lincoln (1994). These criteria are

evaluated in order to assure quality, and the level of trustworthiness and dependability in the research.

Credibility

Credibility is defined to measure the confidence in the truth represented through the research findings (Connelly, 2016). There are various ways in which researchers can contribute to the credibility of the research. In order, be sure that the interview questions were relevant and clear enough to be able to answer the research question, pre-interviews were conducted with the researcher's close friends. The sample size was also considered to ensure credibility. For that reason females from the aged 24-29 were chosen to get the most accurate results from that sample. Since there is no commonly accepted sample size for qualitative studies because the optimal sample depends on the purpose of the research (Elo et al., 2014), 10 in-depth interviews were considered to be appropriate to the study.

Dependability

Dependability relates to the reliability of the project. The dependability establishes the constancy of the data and findings over time and circumstances. The researchers aim to verify that their findings are consistent with the raw data they collect. So if other researchers were to look at the collected data, they would acquire similar findings, interpretations, and conclusions about the data (Connelly, 2016). The reliability of the interviews can be difficult as one's perception of the themes examined in this study may change over time. However, to increase reliability, the focus has been on a specific segment of women (age 24-29) when taking the interviews. Moreover, as the project applies an abductive research design, the reliability of the project can be challenging. Due to that, dependability of this research might be questionable (Connelly, 2016).

Confirmability

The confirmability is concerned with establishing that data and interpretations of the findings are not figments of the researcher's imagination, therefore it focuses on minimizing the researcher's biases and perspective in research (Connelly, 2016). Being completely objective in the real world can be difficult due to the personal experience through how the

researcher interprets and perceives the findings. However, personal biases have tried to be reduced by interpreting the perspectives of two different researchers.

Transferability

Transferability determines the extent to which the research findings can be beneficial to other researchers, when applied in another context or settings with other respondents (Connolly, 2016). However, since the project applies interpretive epistemology, there will be no true answer to the research question but a series of interpretations instead. Therefore, transferability is limited to this research since the findings are highly context-bounded (Connolly, 2016).

Authenticity

The fifth and the last component is authenticity which refers to the extent researchers show a comprehensive sample of perspectives on the study. Authenticity as a research quality area characterizes the advantage of qualitative research in situations that intend to describe the deep meaning of the research phenomenon. Thereby, providing multiple individually constructed realities, a more comprehensive understanding of the research subject is created (Connolly, 2016). The research sample of this study is not comprehensive, a random sample of females from the age 24-29 was chosen who had experience in buying both second-hand and first-hand luxury apparels. However, to enhance the authenticity of the study, diverse females were chosen with different work experience and from different countries in the Nordic countries (Denmark, Norway, and Iceland).

5. ANALYSIS

In this chapter the empirical findings will be presented. The data will be analyzed by following the main structure of the thesis, namely the three sub-questions presented in chapter 1.1. These questions represent three main themes; Luxury brands, Brand Experience, and Customer Journey which is the structure the interview guide is following. With the purpose of discovering differences and similarities in the experience between first-hand- and second-hand luxury brands, a presentation of the findings related to both brands will be made under each theme.

As mentioned, the primary data is collected through in-depth interviews. As a result of the interviews' semi-structured nature, follow-up questions and new patterns throughout the interviews are evident. Thus, the respondents' reflections may be applicable for other parts of the interview guide.

The chapter will firstly present findings related to luxury brands in general with the aim of understanding the respondents subjective idea of what luxury is, and reasons for purchasing second-hand- and first-hand luxury brands. Second, brand experience is assessed through the four dimensions presented by Brakus et al. (2009). Thirdly, the customer journey is thoroughly analyzed through main touchpoints and the attached expectations and emotions. Lastly, findings from a comparison including all three themes will be evaluated.

5.1 Luxury brands in general

Perceptions of luxury apparel

This section analyzes the perception of luxury apparel by the respondents. Different perceptions are uncovered (*Figure 4*). However, most respondents seem to agree on some associations such as luxury being items of quality, being expensive or a high level of price and being characterized as special items. This is uncovered in the display below.

LUXURY BRANDS										
PERCEPTIONS OF WHAT LUXURY IS										
Respondent	A	B	C	D	E	F	G	H	I	J
Findings	Quality	Reput- ation Price	Quality	Brands	Quality	State- ment	High- end	Quality	Quality	Quality
	Reput- ation			Quality	Timeless		Price	Price	Price	
	Price			Price	Long lasting		Unique	Unique	Service	
	Treat yourself			High- end	Desirable		Desirable	Brands		
Key finding	Luxury is mainly perceived as items of quality, high price and being special.									
Example	“I would say luxury is something with good quality, expensive, sometimes unique. And yeah, something that I guess a lot of people want but not everybody can afford it” -Respondent H									

Figure 4: Perception of what luxury is

Although the respondents mainly seem to find consensus in the perception of what luxury apparel is, other perceptions are additionally uncovered. Respondents A and B relate luxury apparel to reputation. Here reputation refers to how a luxury brand is not only about a specific price level, but the reputation and status a brand has in a consumers' mind (*Appendix 3 and 4*). Respondent H and I perceive luxury brands as something unique and items that not everyone has (*Appendix 10 and 11*). Furthermore, these respondents do also describe luxury apparel as something desirable and something you are longing for that not everyone can afford. In line with the characteristic of uniqueness, respondent F considers luxury apparel as special statement pieces (*Appendix 8*). Respondent A explains that when you buy luxury items you are both paying for the high quality of the product but also the brand, which also refers to the reputation and status the brand is associated with (*Appendix 3*). When reflecting over their perceptions of luxury, respondent D and J mentioned specific luxury brands that they associated with luxury apparel (*Appendix 6 and 12*). Brands that have been repeatedly mentioned are Chanel, Louis Vuitton, Prada, Burberry and Gucci. Another perception of luxury apparel is mentioned by Respondent E, saying it is something that is timeless and will be remembered for a long time (*Appendix 7*). Respondents D and G connect luxury apparel with high fashion (*Appendix 6 and 9*). As the only respondent, J explains that a luxury apparel brand often is associated with the service that they offer (*Appendix 12*).

All the respondents did also explain when or how often they purchase luxury apparel brands. This included both first-hand and second-hand. Between all the respondents, purchasing luxury apparel brands is considered as something they do rarely. Respondent A, E, D, H and I answered the question with a specific amount of times they have purchased luxury brands. This is ranging from 2-15 times (*Appendix 3, 6, 7, 10, 11*). The rest of the respondents described various scenarios for when they usually participate in such an activity. Respondent B said: *"Well when I feel like treating myself. It's like a gift for yourself that you can justify because you've earned it in some way. Accomplish something special or you've been invited to a rare event"* (*Appendix 4*). This complies with what respondent F and J says, where they usually save up for it and tend to take a lot of time to think about it (*Appendix 8 and 12*).

Over all, it is evident that luxury apparel is mostly described in positively loaded associations, e.g. being of high quality, unique, reputative and desirable. Although the aspect of high price is also repetitively mentioned, it should also be looked at in the view of contributing to being something desirable and special. Amongst the respondents, the frequency for purchasing luxury brands is regarded as rare, which also emphasizes that luxury brands are considered as something unique, special and longed for.

Reasons for purchasing luxury brands

In this section the respondents' various reasons for purchasing luxury brands will be assessed. The assessment will look at the findings regarding both second-hand- and first-hand luxury brands.

Second-hand luxury brands

The essential finding is that the respondents purchase luxury brands second-hand because of financial reasons, to act more sustainable and to find more unique and rare items (*Figure 5*). Financial reasons refer to finding items of a lower price, considered as being good deals, meaning good, high quality items sold for a lower price than if bought new. The price aspects are mentioned by respondents C, E, F, G, H and J. Acting more responsible and being environmentally friendly is also considered a motivation for purchasing second-hand luxury (*Appendix 5, 7, 8, 9, 10, 12*). Respondent J answered when asked why she purchased luxury brands second-hand: *"... I think (second-hand) it's something that we should look more into. There's no need to buy everything firsthand. And I think it's, it's only smart. Getting it from someone else"* (*Appendix 8*). Not all respondents who consider sustainability as a reason, mentioned this during the specific question, but it was evident throughout the interview process that respondent A, C, D, E, and H found this highly important (*Appendix 3, 5, 6, 7, 10*). This is proven through a comment from respondent H: *"...but I think a lot about the environment I guess so I don't know if in some way I like it makes me think I am being more sustainable (when buying second-hand)"* (*Appendix 10*).

SECOND-HAND LUXURY BRANDS										
REASONS FOR PURCHASING SECOND-HAND										
Respondent	A	B	C	D	E	F	G	H	I	J
Findings	Sustainability	Feeling unique Finding rare items Finding timeless items	Finding good deals Price Sustainability	Sustainability Feeling unique	Sustainability Feeling unique Resell purpose Price (-) Warranty	Feeling unique Finding rare items Price Background-Story	Price (-) Uncertainty (-) Messy Treasure-hunt Finding good deals	Price Feeling unique Retro look Sustainability	Treasure-hunt Feeling unique (-) Messy	Price Resell purpose Sustainable
Key finding	Reasons for purchasing second-hand luxury relates to financial aspects, being sustainable and uniqueness.									
Example	<i>"I often shop more second-hand mostly, because of the price and it's more environmentally friendly"</i> -Respondent E									

Figure 5: Reasons for purchasing Second-Hand

When buying luxury brands, respondents B, F, G, and I experience that they find more unique and rare items, and it gives a feeling of being a “treasure-hunt” (Appendix 4, 8, 9, 11). This is considered a motivation for the respondents, although respondents G and I feel it can be too messy and unorganized (Appendix 9 and 11). Additionally, respondent G feels buying second-hand can be too uncertain, referring to that you don’t know what you are going to find and a small range of sizes (Appendix 9). Through finding more rare items, respondents B, D, H and I reflect on how it makes them feel more unique as well. Further, both respondents B, F and H refer to the age of the item as motivation for purchasing second-hand (Appendix 4, 8, 10). Here respondent B desires timeless items that don’t go out of style or comes back in style (Appendix 4), respondent H says she appreciate the retro look second-hand items may have (Appendix 10), while respondent F enjoys that the items and brands comes with a background story – meaning the idea of that someone else somewhere else in the world has own the product before her (Appendix 8). Two of the respondents, namely E and J, considered the opportunity of reselling the item after some time as a motivation (Appendix 7, 12). Standing out from the other respondents, E comments on the

importance of the items being authentic and coming with a warranty, and considers it as a challenge when purchasing second-hand luxury (Appendix 7).

First-hand luxury brands

The respondents' motivation when purchasing first-hand luxury brands mainly relates to the experience and service they get when buying an item, as well as the high quality of the brand and product (Figure 6). The instore experience is specifically valued high by respondents A, C, D, F, I and J when purchasing first-hand, which is described by respondent I as: "...like I for me to buy first hand is more like a full experience, like you don't go there only for the product to go there for like, the whole experience to get into the store to service to the extra things they do for you and it's just to go there to feel that you were taken care of and feel like a rich person luxury" (Appendix 11). The characteristic of high quality is also repeatedly mentioned, here by respondent B, D, E, G and H (Appendix 3, 5, 7, 9, 10).

FIRST-HAND LUXURY BRANDS										
REASONS FOR PURCHASING FIRST-HAND										
Respondent	A	B	C	D	E	F	G	H	I	J
Findings	Experience Service	Quality Long lasting	Experience Service Saving up	Experience Saving up Quality	Saving up Quality	Reputation Status Social pressure Experience	Saving up Excitement Quality Long lasting	Quality Saving up Excitement	Service Experience	Value for money Resell purpose Timeless items Experience
Key finding	Main reasons for purchasing first-hand luxury relates to the experience and service provided, as well as the quality of the items.									
Example	<p><i>"Well I do it up because I mean I don't do it so often anymore because I'm a student I can't really afford it but I mean every now and then it's really nice to just save up to something that you really want and then go into the store and have this whole experience with going into store getting to help and purchasing and getting the nice bag and getting it wrapped in so you can go home and wrap it out again. Yeah, so I would say I purchase it for the experience but I purchase only stuff that I really wanted that I've been thinking about buying for a long time"</i></p> <p>-Respondent C</p>									

Figure 6: Reasons for purchasing First-Hand

Although the respondents mostly seem to have similarities regarding the service and quality of first-hand luxury, additional observations have been found. The idea of saving up for something special and treating yourself is also considered motivational amongst respondents C, D, E, G and H. *“...mostly because I've seen something that I really, really want and it feels good to save for something and then finally buy it. And then the excitement you feel afterwards is also part of the process”* is explained by respondent G (Appendix 9). Further, both respondents B and G enjoy purchasing products that they know are going to last for a long time, referring to the quality of the item (Appendix 3, 9), while respondent J desires timeless items that won't go out of style (Appendix 12).

Respondent F distinguishes herself with the motivations for purchasing first-hand luxury (Appendix 8). The respondent mainly refers to the status and reputation such items provide, and that it is mainly motivated by a social pressure she felt at the time she purchased the item first-hand. Additionally, respondent J differs from the other respondents by mentioning the reselling opportunity as a motivation. She also emphasizes that she gets value for her money by purchasing luxury brands first-hand, through the aesthetics and the experience you get: *«So I like certain brands and the aesthetics and the experience that you get while purchasing that item and what I think that is his value for my money as well that I know that it's something that I can also have sell or it will be something classic that will you know, it will be it will look the same as when you purchased it so it will never go out of style”* (Appendix 12).

Inspiration for purchasing luxury brands

The researchers also asked the respondents about where and how they found inspiration when they purchased luxury brands. It is evident that the respondents find inspiration and get inspired on social media and Instagram when purchasing both second-hand- and first-hand luxury brands, and it is mentioned by all respondents (Figure 7 & 8).

SECOND-HAND LUXURY BRANDS										
INSPIRATION FOR BUYING SECOND-HAND										
Respondent	A	B	C	D	E	F	G	H	I	J
Findings	Social Media	Social Media	Social Media	Social Media	Social Media	Social Media	Social Media	Social Media	Social Media	Social Media
	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
		Celebrities	Going Out	Influencers	Resell-platform	Influencers	Browsing	Friends	Friends	
		Influencers			Associations					
	Browsing									
Key finding	The inspiration for buying second-hand mainly comes from Social Media.									
Example	<i>"I usually see something on Instagram, I guess. And I'm following a lot of secondhand stores as well on Instagram. So, yeah, I sometimes see it there. Yeah, sometimes I see something new that they have in store so go I check it out. But then I had had like a lot of inspiration from Sex in the City and Cary she's always like carrying some vintage Dior and Louis Vuitton, and that inspires me a lot to buy vintage, instead of like a new one, I guess"</i> -Respondent E									

Figure 7: Inspiration for purchasing Second-Hand

In line with social-media being a main source, influencers are also considered an inspirational source, mentioned by respondent B and F. Respondent F explains: «Now, especially Instagram, where I find a lot of inspiration, and I also follow some accounts that are very for vintage in general» (Appendix 8), where the respondents are referring to accounts of various influencers. Respondent B does also say celebrities as a source of inspiration (Appendix 4). Additionally, some of the respondents, namely H and I explained that their friends are an inspiration for second-hand luxury consumption, Respondent H: «I would say I mostly find inspiration on Instagram and sometimes just for my friends or people I know» (Appendix 10). Respondent C states that she also finds inspiration when she is going out, meaning being around other people at special events or similar (Appendix 5). As the only respondent, respondent E names a specific association she has with second-hand luxury brands, where she refers to the TV-show Sex and the City, and how the main character often wears a vintage bag in the show. This is found very inspiring for the respondent and encourages her to buy vintage (Appendix 7). Inspiration is also found when browsing in second-hand stores for respondent B and G, by seeing what they have in store and the different opportunities (Appendix 4 and 9). Respondent F states that she also gets inspired

by browsing through different online resale platforms, where people sell items they are not using (Appendix 8).

FIRST-HAND LUXURY BRANDS										
INSPIRATION FOR BUYING FIRST-HAND										
Respondent	A	B	C	D	E	F	G	H	I	J
Findings	Social Media	Social Media	Social Media	Social Media	Social Media	Social Media	Social Media	Social Media	Social Media	Social Media
	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram	Instagram
		Influencers	Friends	Influencers	Browsing	Influencers	Browsing	Friends	Friends	Product collection
				Browsing	Associations	Magazines	Commercials			Magazines
					Pinterest	Celebrities				
					Fashion show					
					Product collection					
Key finding	The inspiration for buying second-hand mainly comes from Social Media.									
Example	<i>"But yeah I mostly get my inspiration by watching TV shows, and Instagram, maybe Pinterest as well. Yeah. But I also just like to look at old collections, for example from Prada, I really like their old collections. So maybe from like the 90s. And then you can see like the nylon bags, like how they made like the bags in the 90s , And that, I think that gives me inspiration as well by looking at that and the runway shows I guess"</i> -Respondent E									

Figure 8: Inspiration for purchasing First-Hand

When asked the same question in relation to first-hand luxury brands, the respondents state many of the same inspirational sources, where social media and Instagram is present for all the respondents (Table 5.5). Influencers are also mentioned by respondent B and F (Appendix 4 and 8). Being inspired by friends is also evident here, stated by respondent C, H and I (Appendix 4,10,11), and browsing in stores is also considered an inspiration for respondent D, E and G (Appendix 6, 7, 9). The main takeaway, that proves a difference from the inspirational sources for second-hand luxury brands, is that the respondents also get inspired by brands' older product collections, fashion shows and fashion magazines when purchasing first-hand luxury. Respondent J states: «Social media, yes, I mean, of course, it would be stupid to say that it doesn't have any effect on anything but also by reading fashion magazines and street fashion. And sometimes simply just see something, like it's just on my

own taste and it might be something very old from their collection, but I just, I just like it myself, and then that's it" (Appendix 12).

5.2. Brand Experience

The respondents' brand experience will be analyzed according to the sensory, affective, behavioral and intellectual dimensions of brand experience (Brakus et al., 2009). Each dimension will be evaluated by looking at findings emerged from the respondents' experience with both first-hand- and second-hand luxury brands. When asked to reflect on these dimensions the respondents elaborates their experiences with specific luxury brand items of their choice – that they have purchased.

Sensory dimension

Second-hand luxury brands

When respondents were asked about the sensory dimension when purchasing second-hand luxury apparel, the answers between the respondents were relatively similar. The most sensual aspects were associated with the smell of used items, the feeling of quality, and the look of used and retro items. However, respondent A could not relate to any sensory dimension when purchasing second-hand luxury.

The display below uncovers the key sensory dimensions the respondent mentions when purchasing second-hand luxury apparel:

SECOND-HAND BRAND EXPERIENCE										
SENSORY DIMENSION										
Respondent	A	B	C	D	E	F	G	H	I	J
Findings	Used	Feel quality	Feel quality	Visual	Visual	Heavy	Luxury feeling	Visual	Heavy	Used
	Smell used	Smell used	Visual	In store feeling	Smell used	Feel quality	Special	Retro look	Feel quality	Charisma
		Retro look				Classic	Comfortable	Smell used	Retro look	
						Smell used	Symbolic	Touch	Look expensive	
Key finding	Most mentioned sensual aspects relates to the vintage smell, feeling of quality and a used and retro look.									
Example	<i>"If I compare it to the more reasonably priced stuff I have, it feels heavier, it feels it feels, you know, like better quality. It also has a certain smell to it. of hard to explain but a unique, rich luxurious smell"</i> -Respondent B									

Figure 9: Second-Hand Brand Experience, Sensory Dimension

Sensory dimension related to the sight was commonly mentioned by respondents. Like respondents C states “ *Well, so the boots, they are like light blue. In a very, very pretty blue. So they're very colorful. So when you like for instance, if I wear a black outfit, and I wear the boots, then that will be the first thing that you will notice. Like it catches your sight*” (Appendix 5). Respondent J also mentions that even though you could see that the item has been worn, the item would have more charisma for it (Appendix 12). However, no respondents referred to any specific sounds or taste linked to the chosen luxury brand.

The respondents also mentions that they see retro, trendy and unique items when looking at the second-hand luxury items they have bought. As respondent H states, “*I like the vintage look and not that many people have it, it is more unique and has a more retro look on it*” (Appendix 10). Respondent I also like that the item looks cool, trendy, and retro (Appendix 11). Another commonly mentioned dimension was also related to what respondents smell. Respondents B, E, F, and H talked about the smell of used items when purchasing second-hand luxury, smelling like vintage. They also all agreed that the smell was nothing that bothered them (Appendix 4, 7, 8, 10).

Respondents B, I, F, and H also talked about the touch of the item, where they could feel the quality. Respondent I state, “*I can definitely feel it, it's quality because the glasses are very hard open then, like you can feel they're hard to open and they're a bit heavy. And you can just feel like they are expensive and you can't see that they are used in a way*” (Appendix 11). Respondent F also mentions that she could feel and touch the item's quality when she is wearing it (Appendix 8).

First-hand luxury brands

When considering the sensory dimension with first-hand luxury apparel, the answers between the respondents were similar. The most sensual aspects were associated with the smell of luxury, the feeling of quality. However, respondent A could not relate to any sensory dimension when purchasing the first-hand luxury.

The display below uncovers the key sensory dimensions the respondents mentions when purchasing first-hand luxury apparel:

FIRST-HAND BRAND EXPERIENCE										
SENSORY DIMENSION										
Respondent	A	B	C	D	E	F	G	H	I	J
Findings		Heavy	Appealing	In-store environment	New smell	New smell	Feel quality	Visual	New smell	Appealing
		Feel quality	Look classic	Strong visually	Visual	Feels new	Feel comfortable (shoes)	New smell	Feels new	Feel quality
		Luxurious smell	Feel new			Looks new and fresh	Look classic	Feel quality	Feel quality	Heavy
							Look special		Timeless	New smell
Key finding	With first-hand luxury items you feel the quality and it has a luxurious new smell.									
Example	<i>"If I compare it to the more reasonably priced stuff I have, it feels heavier, it feels it feels, you know, like better quality. It also has a certain smell to it. of hard to explain but a unique, rich luxurious smell. Also, I guess because you think it's think it has it is the mental thing. And it usually lives up to the expectation as well"</i> -Respondent B									

Figure 10: First-Hand Brand Experience, Sensory Dimension

More than half of the respondents talked about the smell of the first-hand luxury items. As respondent H states *"It really smells like it's new. If you know what I mean, it smells like luxury somehow"* (Appendix 10). Respondent F further expressed that the first-hand luxury item smelled fresh and new, since she could smell the leather (Appendix 8). Respondents were also asked about the taste and the sounds, however, same as when purchasing second-hand, no respondents related to any specific sounds or taste linked to the chosen luxury brand.

Most respondents agreed that they feel the quality of the item, that it feels heavy and expensive. Like respondent I stated *"and you can see like, when you hold it that it's like, it's good quality it is expensive, and it is I don't know if it is because you overthink it, but it feels very rich, and expensive, it is very timeless"* (Appendix 11). Respondent C said that the item was appealing for her eyes since the item is very visual and it would be easy to see that this is a luxury product with high quality (Appendix 5).

Affective dimension

Second-hand luxury brands

The essential finding is that the respondents overall feel happy, excited, proud and trendy when purchasing second-hand luxury brands. How excitement and happiness is experienced is presented in the example in figure 11, where respondent H states it makes her feel excited about wearing her new item and how it changes her outfit (Appendix 10). Additionally, respondent E states: *“Yeah, I would say it's like excitement and then it's like, nice to have a bag that I have not seen anybody wear before, so it is very unique and special to me. Yeah, and I feel like, I wouldn't want to give it away, because it's so special to me and makes me feel a little bit special, I guess, and like it's unique”* (Appendix 7). The respondent feels excited and states that as a result from the item being unique she feels special and unique. Respondent B also mentioned that she feels special when purchasing second-hand luxury, together with feeling wealthy (Appendix 4).

SECOND-HAND BRAND EXPERIENCE										
AFFECTIVE DIMENSION										
Respondent	A	B	C	D	E	F	G	H	I	J
Findings		Special	Memories	Feeling trendy	Excitement	Nostalgic	Proud	Excitement	Feeling trendy	Excitement
		Feel wealthy	Excitement	Happy	Feeling unique		Able to afford	Happy Trendy Proud	Confident Happy	Memories
Key finding	Most mentioned emotions and feelings is feeling happy, excited, proud and trendy.									
Example	<i>I would maybe say like, yeah, excitement and happiness. And I feel like I am very excited to wear it, and I think it does a lot for my outfit, just like to put on a nice bag. Yeah, makes your outfit look much, much better.</i> -Respondent H									

Figure 11: Second-Hand Brand Experience, Affective Dimension

Further, respondent G expresses that she feels proud and describes how it is related to that she can afford luxury apparel items: *“It makes me also feel like yes, I made it. It's kinda like OK, I can afford to buy stuff like that for myself and that also kind of makes me a bit proud because I didn't, nobody handed me the money, I had to work for it. And then I decided, OK, I think it's worth the money to buy it and then it can also make me feel a little proud not to*

like, oh yeah, look at me, I have these shoes, but for a feeling inside myself” (Appendix 9).

Respondent I states she feels confident and trendy when she uses her pair of second-hand luxury sunglasses (Appendix 11). Three respondents, namely C, F and J, refer to feelings of specific memories and feeling nostalgic (Appendix 5, 8, 12). Respondents C and J connect the feelings from when they first bought or used the specific luxury item (Appendix 5 and 12), where respondent F feels nostalgic when using her second-hand trench-coat as the style reminds her of her grandparents (Appendix 8). Respondent A did not have any specific comments or key points related to the affective dimension.

First-hand luxury brands

Several of the same feelings and emotions are evident when analyzing the findings for the respondents’ experience with first-hand luxury brands. Feeling confident, proud and special are the most mentioned emotions and feelings. The display below presents keywords found as a result of analyzing the respondents’ reflections related to affective dimension with first-hand luxury brands (Figure 12).

FIRST-HAND BRAND EXPERIENCE										
AFFECTIVE DIMENSION										
Respondent	A	B	C	D	E	F	G	H	I	J
Findings	Excitem ent	Feel confident	Memories		Excitement	Feel high- class	Feel proud	Happy	Feel trendy	Feel special
		Feel responsible	Special occasion		Feel special		Feel classy	Feel special	Feel confid ent	
			Proud							
			Confident					Happy		
Key finding	Feeling positive feelings such as feeling more confident, proud and special.									
Example	“I mean I get excited as well when I buy first-hand, But maybe I feel like I get like this because you get a lot of good customer service or you feel like a little bit special as well, then buying second-hand nobody's is like helping you, and you get like this beautiful packaging and everything is wrap up when buying first-hand, so I feel like I get like excited, then I feel special” -Respondent E									

Figure 12: First-Hand Brand Experience, Affective Dimension

As the only respondent, respondent B reflects over the environmental aspect when purchasing first-hand. She states: *«You feel a bit better about yourself, because you know that what you're wearing is quality. And maybe it's also more sustainable and more*

responsible as well. Which makes your conscience better». The respondent also states she feels more confident when wearing luxury brand apparel, expressed through saying: *«But in general, luxury brands make you feel good, makes you walk with your head high chin up»* (Appendix 4). Further, special memories and occasions that are associated with the purchase of the luxury brand item, is also present for first-hand luxury brands and is mentioned by respondent C (Appendix 5).

Both respondent C and G feels proud when wearing their specific luxury brand item, and hopes that people notice it: *“ So I haven't worn them that much, but when I have, I do always hope that people will notice that I'm wearing them and that the sole is red, because you know, it is a brand effect. So um, so I do feel like that I hope that people notice”* (Appendix 5). To feel special is expressed by respondent C, E, H and J and are mainly associated with the experience and service they receive when they purchase first-hand luxury (Appendix 5, 7, 10, 12). Respondent F states she feels like a high-class person (Appendix 8), respondent G expresses she feels classy (Appendix 9), and respondent H feels trendy when using the specific luxury item (Appendix 10). Respondent D did not have any comment she could relate to this dimension.

Behavioral dimension

Second-hand luxury brands

When asked how second-hand luxury brands make the respondents act in a different way or participate in any specific activities, it was found that the respondents are more careful with their belongings and enjoy showing off their items being more confident in themselves (Figure 13). However, respondent A did not relate to the behavioral dimension when reflecting over second-hand luxury brands.

BRAND EXPERIENCE										
BEHAVIORAL DIMENSION SECOND-HAND										
Respondent	A	B	C	D	E	F	G	H	I	J
Findings		Act more confident	Show off	Careful	Careful	Responsible	Careful	Careful	Going out	Careful
			Act more confident	Act more confident	Confident	Careful	Going out		Show off	Buy more
							Show off			
							Fitting in			
Key finding	Respondents are acting more careful with their belongings, act more confident and like to show it off.									
Example	<i>"I think actually that probably it does. I think my quick answer would be no but if I think about it again, like this is every time you pick something, some outfit you're in a certain mood or if I would be downtown in my jogging suit, probably I wouldn't walk as confident. But when I'm downtown with the girls and I'm wearing a luxury vintage feather jacket or heels and like I think the vibes gets a bit different"</i> -Respondent D									

Figure 13: Second-Hand Brand Experience, Behaviroal Dimension

The aspect of sustainability is expressed by respondent F, which states: *"I think it sort of makes me somehow act in a responsible way. In terms of, You know, the environment, buying second-hand"* (Appendix 8). Being more careful with their belongings and the specific item is the most expressed change in behavior by the respondents, mentioned by respondent D, E, F, G, H and J. This activity is illustrated through respondent E's response: *"I mean I watch out that it doesn't get dirty, I guess so, yeah, I don't put it away somewhere and I make sure that I don't put it away so that someone can steal it or something like that"* (Appendix 7). This is further expressed by respondent D: *"And also, when you know it's an expensive item, you want to take care of it. So like if there's a button that falls off, I will immediately go and have it fixed or fix it myself. Yeah, so I really care about my things - It is a positive feeling"* (Appendix 6). Respondent J expresses a statement of the opposite nature, meaning she do not feel the need to take much care of her second-hand luxury items, as you already can see they have been used: *"Yeah, if it's a second hand, I would maybe I wouldn't, I would be like okay, you know, a bit destroyed already. So I wouldn't care that much"* (Appendix 12).

Several of the respondents mentioned that they enjoy showing off when they are using or have purchased second-hand luxury brands, which some respondents (G and I) do through going more out or going to a specific place where they feel they fit more in when using the

item: “...it makes me go on a mental journey like OK if I buy these shoes, I’m gonna go to Hotel Britannia, this five star hotel here in Trondheim look really posh, drink champagne and yeah. And then it’s like OK, Now I have the shoes to go to certain events. And feel good and feel like I fit in in some event or place, or yeah” (Appendix 9). Further, respondent J also states that by buying second-hand luxury where she experienced she got value for her money, it made her want to buy even more (Appendix 12).

First-hand luxury brands

When asked to reflect over the behavioral dimension in relation to first-hand luxury brands, the findings were similar to the findings of second-hand luxury. The key finding is that the respondents participate in going out, showing off the item and acting more carefully. The table below presents the key behavioral aspects of first-hand luxury brands (Figure 14):

BRAND EXPERIENCE										
BEHAVIORAL DIMENSION FIRST HAND										
Respondent	A	B	C	D	E	F	G	H	I	J
Findings		Going out	Show off	Careful	Careful	Go out	Careful	Careful	Show off	Careful
		Show off	Act more confident		Show off	Show off	Show off		Go out	
		Careful					Act confident		Act confident	
Key finding	First-hand luxury brands makes the respondents participate in going out, showing off the item and being more careful.									
Example	<i>“Maybe I go out a bit more because I want to show it off. Actually I want to show off my new outfit. Like I guess I’m a bit more careful with my high end clothes than I am with some cheap stuff naturally. Don’t let my boyfriend touch it. And I wash it differently”</i> -Respondent B									

Figure 14: First-Hand Brand Experience, Behaviroal Dimension

Additionally, several of the respondents seem to act and feel more confident when purchasing and using the chosen first-hand luxury item, which respondent G expresses: “I’m not saying that the shoes make me go out, but when I go out to shoes make me comfortable and more confident when I go out because I feel that I look good in that” (Appendix 9). Respondents B, D, E, G, H and J highlight that they are more careful with the luxury item, being more aware that the item is new and expensive. Stated by respondent E “Yeah, I’m

definitely more careful because I know that I spend much more money on it. Yeah, and it's often more like, sensitive so I am much more careful and I like I don't use it as often because I have to be careful so I don't take it to partying or anything like that” (Appendix 7).

Intellectual dimension

Second-hand luxury brands

When respondents were asked about the intellectual dimension of the chosen second-hand luxury brand, the answers were relatively similar. The most intellectual aspects reflected on was consumerism and sustainability. However, respondents A, C, and E could not relate to any intellectual dimension when purchasing second-hand luxury.

The display below uncovers the key intellectual dimensions the respondents mentions when purchasing second-hand luxury apparel:

SECOND-HAND BRAND EXPERIENCE										
INTELLECTUAL DIMENSION										
Respondent	A	B	C	D	E	F	G	H	I	J
Findings		Consumerism		Sustainability		Expectations Background story	Price Consumerism	Sustainability	Sustain-ability Consumerism	Brand history Learn more
Key finding	Reflecting over consumerism and sustainability.									
Example	<i>“Going to all these vintage shops definitely makes you contemplate on consumerism in general. I'd rather buy one pair of luxury sunglasses, than three pairs of half cheap sunglasses”</i> -Respondent B									

Figure 15: Second-Hand Brand Experience, Intellectual Dimension

Respondents D, I and H specifically talked about the fact that the item made them think that it is environmentally friendly and that they are aware that the item is more sustainable. As respondent H states “ *I think a lot about the environment I guess, so I don't know if in some way it makes me think I am being more sustainable” (Appendix 10).* Further expressed by respondent I, “*of course, think about the environment and that it is a very environmentally friendly thing to do” (Appendix 11).* Another frequently mentioned factor was consumerism. Respondents B, I and G said they rather liked the idea of buying one expensive luxury item

rather than buying a few cheaper items that they defined as fast fashion items (Appendix 4, 9, 11).

Respondent J also agreed that the brand made her think about the brand's history, which she found to be very interesting. As respondent J states *"I just love all these, like old, very old history, kind of French brands and Italian brands that one family starts. And you know, you can read a lot about them. And you can kind of understand the history of where they come from, and how the collections that they've made change with time and you can go back and you can like, see what they've done. And yeah, you just want to know more about them basically as well"* (Appendix 3). Along with that respondent I said that the chosen brand she purchased second-hand made her think about the story behind the item, where the item has been before her and who had been using it (Appendix 11).

First-hand luxury brands

When respondents were asked about the intellectual dimension of the chosen first-hand luxury brand, respondents tend to think about consumerism, fast fashion, and the price. However, respondents C, D, E, and H could not relate to any intellectual dimension when purchasing the first-hand luxury.

The display below uncovers the key intellectual dimensions the respondents mentions when purchasing first-hand luxury apparel:

FIRST-HAND BRAND EXPERIENCE										
INTELLECTUAL DIMENSION										
Respondent	A	B	C	D	E	F	G	H	I	J
Findings	Reflecting on others	Consumerism Sustainability				Consumerism Fast fashion Being responsible	Price		Consumerism Fast fashion Responsible	Buying the brand and the service
Key finding	When reflecting respondents tend to think about consumerism, fast fashion and the price.									
Example	<i>"Makes me think about that it's not fast fashion. It's sort of, I mean, even though they, they make many quantities, it's not that they make like millions of pieces and throw it out if people don't buy it. So that makes me think that it's good to support a brand, who is not into the fast fashion world"</i> -Respondent F									

Figure 16: First-Hand Brand Experience, Intellectual Dimension

Considering consumerism, respondents B, I, and F said they would rather buy one luxury item instead of supporting the fast fashion industry and buying more of cheaper items. Thus it would make them feel more responsible towards the environment (Appendix 4, 8, 11). As respondent B states, *“it makes me think about, I guess, reflecting on consumerism. Just because it's a choice I make to buy more expensive clothes rather than the cheap ones because it's more responsible towards the planet and you know, working environments when it's made and all those things”* (Appendix 4).

Respondent A admits that even though the brand she bought first-hand does not make her reflect any specific thinking towards herself, she says that when she sees a person wearing a lot of luxury items, it makes her think about what the person does for a living (Appendix 3). However, the first thing that came to mind of respondent J when she was asked about the intellectual dimensions was her memory from when purchasing the first-hand luxury brand. She thought about the good service and the special treatment she got in the store (Appendix 12). Moreover, since first-hand luxury items are considered to be really expensive, respondent G tends to think about the high price she paid for the brand. As respondent G states, *“The price of course like is it crazy to spend all this money on a pair of shoes. But I would say it's worth it for me”* (Appendix 9).

5.3. Customer Journey

In this section the respondents' customer journey when purchasing second-hand and first-hand luxury brands will be analyzed. Firstly, the overall experience will be reflected upon, uncovering specific touchpoints throughout the journey. Secondly, the respondents expectations related to the different journeys will be illustrated.

Second-hand luxury brands

Respondents state different touchpoints (Figure 17) during the customer journey when purchasing second-hand apparels. However, the most repeated touchpoints relates to doing research online, in-store experience, feeling like a treasure hunt, being consuming, including price comparison and quality check.

The display below uncovers the most essential touchpoints from each responder:

CUSTOMER JOURNEY										
MAIN TAKEAWAYS SECOND-HAND FROM CUSTOMER JOURNEY										
Respondent	A	B	C	D	E	F	G	H	I	J
Findings	Insta-gram	Insta-gram	In store inspo.	Long process	Insta-gram	Trend inspo.	Research	Research	Insta-gram	Insta-gram
	Research	Research	Research	Influencer	Research	Instore	No plan	Comparing prices	Influencer	Instore
	Instore	In store	Resell platform	Instore	Comparing prices	Comparing prices	Treasure-hunt	Quality check	Browsing	Research
	(-) Service	Browsing	Personally	Research	Quality check		Brow-sing	Offline	Trend Inspo.	Service
				Online	Quality check		Made into a shopping day	Instore	Treasure hunt	Knowledge
				Comparing prices	Long process		(-) messy	Long process	Comparing prices	Back-ground Story
				Quality check	Safety		(-) uncertainty		Quality check	
Key finding	Most repeated touchpoints relates to doing research online, in store experience, feeling like a treasure hunt, being time consuming, including price comparing and quality check.									
Example	<p>«Well, it started with that I was on Instagram, which I am very often, and I just browsing through my feed and I follow some influences that are very obvious, a few of them are very like pro secondhand, and she buys, also a lot of luxury things vintage. So I was like looking at her and looking in my feed and like they get my very inspiration for fashion on Instagram. And I saw the new sunglasses trend. I feel like it is this, this time of the year, I don't know, and then I talked to my friend, and she was like yeah they are super cool ah, and then we decided to go for a hunt, like to find some new treasures. So, me and my friend, she's very good at secondhand shopping so we went for like a whole day. And then we went to both normal second hand stores, and, and like the more luxury ones. And then when we went to one of the luxury stores I found a very similar pair of the ones that I have been looking at. And that was the Gucci type model brands and try them on and they were really cool, and they felt right and the price was also good. And the quality, like it looked, it didn't look used»</p> <p>-Respondent I</p>									

Figure 17: Second-Hand Customer Journey

All respondents, except for F, agree that they started their customer journey with online research. Either they got the motivation from an influencer on Instagram, from vintage store pages, or by browsing on the internet looking for resale platforms. Nevertheless, respondent F got the motivation from the street while walking around Paris, so there was no online research behind the purchases (*Appendix 8*). However, most respondents agreed that even though the research began online, the actual purchase happened offline in-store since they wanted to make sure that the used items were in good condition. While respondents H, I, C have purchased second-hand online and agreed that it was more stressful that they could not see the item before buying it (*Appendix 5, 10, 11*). Therefore, respondents I and C met

the person selling the used item before to make sure the conditions were good (*Appendix 4 and 11*).

Respondents B, I, and G experience the second-hand journey like a treasure hunt to find special and unique items that not many people have (*Appendix 4, 9, 11*). However respondent G, admitted that the stores were often messy and unorganized, so it could be hard to find things there, which in turn could be time-consuming (*Appendix 9*). The customer journey was considered as a long process by comparing prices between providers and seeking the best deals. Respondents D and E, however, said that if they saw a good deal, they would be likely to make spontaneous decisions of buying the item due to limited stock, often there is only one piece available (*Appendix 6 and 7*).

Respondent E said that she prefers going to a luxury vintage store when she is buying second-hand luxury items. She didn't have enough trust regarding the vintage stores that are not represented as a luxury stores, as she felt unsure about the authenticity of the items. Respondents H, I, and E also talked about the importance of getting the receipt of the items and the warranty card to ensure the item's authenticity (*Appendix 7, 10, 11*). Moreover, since second-hand items usually have more history behind them, respondent J admits that it encouraged her through the consumer journey to buy used products knowing that there was a story behind it (*Appendix 12*).

First-hand luxury brands

Respondents state different touchpoints (*Figure 18*) during the consumer journey when purchasing first-hand apparel. However, the most repeated touchpoints relate to the overall service and the special treatment offered during the purchase.

The display below uncovers the most essential touchpoints from each responder:

FIRST-HAND CUSTOMER JOURNEY										
MAIN TAKEAWAYS FROM CUSTOMER JOURNEY										
Respondent	A	B	C	D	E	F	G	H	I	J
Findings	Service Dress up to look rich Special treatment	Instagram Influencer Research If accessible, buy in store Online if good terms Quality check	In store Research Service Special treatment Made it into a whole day Feeling special	Long decision making Reflecting over style and trend Service Special treatment	Excitement Long process Much effort Service	Motivated by friends Special treatment Service Taken care of	Motivated by a need for the item Instagram In store Considering time Discussing with friends Special treatment	Research Long process Research online - Purchase instore Special occasion	Instagram Special treatment Comfortable instore environment	In store Service Special treatment Comfortable environment Luxurious feeling Consumer centric Personalized
Key finding	The customer journey when buying first-hand luxury focuses on the overall service and special treatment.									
Example	<p><i>"Well, they opened the door for you, that's the first step, they will assign you to a client advisor. And you can browse in the store while you wait for them to come and find you. They will speak to you by your name, because they found it out from the person who was at the door and asking your questions already. So it becomes very personal, like the first steps. And they use they behave in a different way than they would perhaps in in a different store. Like they, they are moving slowly, they're making sure that you're very comfortable, and you can take your time. So they they're very conscious about how they behave, I think as well. And to make it very luxurious, for example, they're using gloves, when they are showing you bags, they always give you a few options, like not too little, not too much. So you don't get confused. But they are really trying to listen and ask you questions, what you're looking for, and give you the best possible choices and not bring anything that is extra or like something that you didn't ask for. So they, they really personalize it for you, I think. And they also give you space. So when if you are there, and they feel like you had made the right choice, maybe it's just about picking which one now if you want to try them on, they will, they will offer you some drinks or some snacks or something too. So you will feel very comfortable. And it's not being a rushed process. And they give you all the information and what you do like engraving, so, you know personalization or, or anything like that"</i></p> <p>-Respondent J</p>									

Figure 19: First-Hand Customer Journey

All respondents agreed that they would purchase luxury first-hand offline, in-store, to get the whole experience. However, respondent B admits that if the store were not close to her, she would buy it online by carefully ensuring that this was an authentic item provided by a secure online platform (*Appendix 4*). Most of the respondents also talked about the treatment you get while in the store, special treatment like champagne, which makes them feel really special in the moment. Like respondent H stated, “*I just felt really special when I was in the store, I got champagne, and it was a great customer service, and it was a really good feeling*” (*Appendix 10*). Respondent A also said that she would dress up well before going into a luxury store and buying items, so the employees would treat her like she is rich

(Appendix 3). However, respondent B differs from the other ones since the consumer service and the special treatment offered in-store was nothing that she refers to (Appendix 4).

The in-store environment was considered to be comfortable. The employees were really patient and gave their consumers enough space and time without pushing them. The service was really personalized, where consumers got their names written down, and the store had the consumer's history, which raised the luxurious feeling for them. The customer journey process was also explained as a long process, including no spontaneous decisions. Including a long decision making time, doing some research on the internet and discussing it with friends before purchasing the item. In most cases, this was an item that the respondent had dreamed about for a long time and was waiting for the right opportunity to buy the item, traced to financial reasons.

Expectation and Emotions

Second-hand luxury brands

In order to dive into the overall consumer experience, respondents were asked if the experience along the journey matched their expectations and whether any specific emotions arose during the journey. Respondents agreed that they didn't have high expectations when buying second-hand apparel, but it matched their expected expectations. The emotions that arose for respondents along the journey were related to happiness, excitement, and the joy of getting a good deal.

The display below uncovers the main expectations and emotions the respondents mentions during the customer journey when purchasing second-hand luxury apparel:

SECOND-HAND CUSTOMER JOURNEY										
EXPECTATIONS/EMOTIONS RELATED THE SECOND-HAND CUSTOMER JOURNEY										
Respondent	A	B	C	D	E	F	G	H	I	J
Findings	Low expectation	Depending on result	Match	Match	Match	Good deal	Depending on result	Match	Time consuming	Depending on outcome
	Less emotional	(-) Uncertainty	Positive Experience	Stressful	Positive Experience	Match	Positive outcome	Low expectation	Match	Match
		Finding treasure		Unsafe	Feeling unique	Good quality	Fun	Feeling happy	Lower expectation	Positive outcome
		Treasure-hunt			Feeling confident	Feeling Happy	(-) Messy	Feeling excited	Fun	
Key finding	The overall experience is considered to match the lower expectations.									
	The key emotions found along the journey is feeling happy, excited and the joy of getting a good deal.									
Example	<p><i>"Yeah, I would say I have more expectations when buying something completely new. But I didn't have any specific exception before buying second-hand, but yes I would say I was happy with it. And the emotion I guess that is like excitement and happiness, I was really excited to start using it and I was really happy with the deal"</i></p> <p>-Respondent H</p>									

Figure 20: Second-Hand Expectation/Emotions

Respondents B and G said that the overall expectation would mainly depend on the result, whether they would end up finding something or not. They agreed that they would experience it as a waste of time if they would not find something, since shopping second-hand items is like a treasure hunt and can be time-consuming (*Appendix 4 and 9*).

Related to the emotions that arise during the journey, respondent E states *"Especially when I buy second-hand I feel like it's very unique and people like it and they ask like where is it from and where did you buy it, and stuff like that"*. It is characterized by feelings that make her feel special and confident (*Appendix 11*). Respondent F also said she felt proud of buying second-hand items and feeling good by getting a good deal. Even though there would be some sign that the item has been used, that would just be a part of the item's story (*Appendix 8*). Further, the respondent I also said it would be a fun experience to find a used item that she had been looking for (*Appendix 12*).

First-hand luxury brands

When purchasing first-hand luxury apparel, the overall expectations were considered to match the high expectations the respondents had, with good service provided and by making customers feel special in the moment.

The display below uncovers the key expectation and emotions the respondents mentions during the customer journey when purchasing first-hand luxury apparel:

FIRST-HAND CUSTOMER JOURNEY										
EXPECTATIONS/EMOTIONS RELATED THE SECOND-HAND CUSTOMER JOURNEY										
Respondent	A	B	C	D	E	F	G	H	I	J
Findings	Match	Match	Match	Match most of the time	Match	Match	Match	Match	Match	Match
	High expectation	Satisfied	Surprised about the service	(-) Disappointed in quality	Good service	High expectation	Good service	High expectation	High expectation	High expectation
	Feeling comfortable	Feeling wealthy	Feeling excited		Special packaging	Associations	High expectations	Feeling special in the moment	Full experience	Special treatment
	Feeling happy		Strong associations with the In-store experience	Paying for the brand, not only item	Quality safety	Feeling happy			Good service	Feeling special
	Adrenaline			Feeling special in the moment	Value for the money	Feeling excited			Feeling wealthy	Feel they are attentive
					Feeling special in the moment	Felt proud			Feeling special	
									Special treatment	
Key finding	Expectations related to the first-hand luxury journey mostly match high expectations, with good service provided and making customers feel special.									
Example	<i>"Yes, very different expectations for the service, and like I for me to buy first hand is more like a full experience, like you don't go there only for the product to go there for like, the whole experience to get into the store to service to the extra things they do for you and it's just to go there to feel that you were taken care of and feel like a rich person luxury"</i> -Respondent I									

Figure 21: First-Hand Expectation/Emotions

However, respondent D says that most of the time, her experience matches her expectations. Even though the service has met her expectations, the quality has made her disappointed sometimes. Respondent D states, *"I can say that the quality sometimes isn't as high as I would expect. Like you expect the high quality when you pay this much for a product. But there's nothing amazing about this quality compared to items that are a lot*

cheaper and with the same quality". But at the same time, she agreed that she is aware that she is paying that high of an amount for the name of the brand (*Appendix 6*). Respondent E also mentioned disappointment in the way that she often feels that many people own the same item that she bought, which decreased the uniqueness of the item (*Appendix 7*).

Most respondents related to similar emotions during the journey, like feeling special in the moment, feeling excited, and happy. As respondent H states, *"I just felt really special when I was in the store, I got champagne, and it was great customer service, and it was a really good feeling. And the emotion was like, I was so excited because I've been waiting for a long time to buy this coat, so I was so happy. Like, when we came home and opened the box with the new coat, it just made me so happy"* (*Appendix 10*). While respondent F experiences it as short time happiness while being in the store. Even though she was also feeling happy after purchasing the item, it was not the same level of happiness (*Appendix 8*).

Respondent E also talked about the nice packing when purchasing first-hand luxury, including a receipt and warranty card, and the extra things she gets during the service, making the product worth the price (*Appendix 7*). The in-store environment was also considered being comfortable by respondent A, where the personal assistant who was helping her, did not push anything on her and gave her enough space to try on things and make decisions (*Appendix 3*).

5.4 Comparison of First-hand Luxury Brands vs. Second-hand Luxury Brands

This section aims to present the main differences and similarities found in the respondents' reflections when comparing first-hand- and second-hand luxury brands. The comparison are based on the specific section in the interview guide where the respondents were asked to compare their brand experience and customer journey. Furthermore, this section intends to conclude the main findings of the analysis in regards to brand experience and customer journey, which lays the foundation for the discussion in chapter 6.

Brand Experience

The main differences and similarities between first-hand- and second-hand luxury brands found along the four brand experience dimensions (Brakus et al., 2009) will be enlightened. See *appendix 13* for data display of brand experience comparison.

Sensory dimension

By analyzing the respondent's reflections related to the sensory dimension of luxury brands, it is evident that three key aspects stand out. Two specific features seem to describe how first-hand- and second-hand luxury brands differ, and a third aspect illustrates where several respondents found resemblance.

Smell: The first observed factor is the dissimilarity in the smell, where the respondents clearly notice the difference with new items and second-hand items. A new item is generally characterized with a new and fresh smell: *"It smelled kind of fresh and new and you could smell the leather"* (*Appendix 8*). On the other hand, second-hand luxury items smell more used and old: *"...the smell is different because it has a certain old, vintage old lady smell that the first hand items don't have"* (*Appendix 4*).

Look: There seems to be a difference in the look of the luxury items. The respondents describe first-hand luxury items by looking new, classic and fresh. Respondent I states how she experienced the difference in the following: *"Yeah, really look new. And it looks very fresh"*. Respondent J also describes first-hand luxury as: *"...it will be something classic that will you know, it will be it will look the same as when you purchased it so it will never go out of style."* (*Appendix 11*) Further, second-hand luxury is characterized with a more retro look. Additionally, some of the respondents describe second-hand items to look more used, by either having a thread loose, having stains or just simply being more worn out. This is not merely considered negative by the respondents, and adds something to the retro look. Examples of how the look of second-hand luxury items is perceived is presented in the following:

"Well, yes, of course you always kind of you do. You can see sometimes it's been worn by somebody else. And yet you always think like where has it been? And if there's slight if there will be stains on it" - Respondent J (Appendix 12).

"There's some factors added though, like a vintage-smell and a more retro look, because it's from older collections." – Respondent B (Appendix 4).

"In my sunglasses, you can't see that they're used but I think that will maybe be the biggest difference that you can see that something is used second hand. But that's also a cool look. I think a lot of people like to look retro, and I think that's like, because it is so trendy to buy things second hand both because it is unique but also because people want to show off that they are sustainable. I think it's the look people actually want. So in that way I don't think it's a big deal" - Respondent I (Appendix 11).

Quality: Overall the quality of second-hand- and first-hand luxury brands seem to be perceived differently amongst the respondents. However, it is relevant to highlight that several of the respondents stated that the quality appeared to be the same between second-hand and first-hand. Respondent B would even comment that she feels the quality is considered better with the second-hand luxury item she had purchased. This is explained in the following statement: *"But all in all, I would say that you can still sense the quality and all the items and sometimes it even feels more like quality because you know, it's survived all these years. So I wouldn't put it below the first hand items at all"* (Appendix 4). Respondent C also perceives the second-hand luxury items as of good quality: *"they (second-hand luxury stores) don't sell anything that's like damaged or ruined, or that is super, super old. Like they usually only take in clothes that are still in the good conditions that you can wear and buy"* (Appendix 5).

On the other hand, it is found that some respondents experience higher quality with the first-hand luxury items. This is based on the fact that the respondents either express how first-hand is of better quality, or by only commenting on the quality-trait when reflecting on the first-hand luxury brands, not the second-hand luxury brands.

Affective dimension

When asked if any specific emotions or feelings arose from the chosen luxury brand, the respondents expressed a variety of different emotions. By analyzing the reflections it can be concluded that the respondents mostly feel positive when purchasing both first-hand- and second-hand luxury brands. Many of the mentioned feelings and emotions don't specifically stand out for second-hand- vs. first-hand luxury brands, where several feelings are found for both. Nevertheless, the following affective dimensions have been observed:

Trendy: More respondents express that they feel trendy and unique when reflecting over second-hand luxury brands. Respondent I states: *"I feel happy or trendy. Yeah, I feel cool. I feel a bit like, since it's still trendy I feel like I get more like confidence with them"* (Appendix 11).

Proud: Additionally, three of the respondents expressed that they feel more proud of purchasing second-hand vs. first-hand luxury brands. This is illustrated by respondent J: *"I feel very proud when I bought something secondhand or if I made a good you know, good deal or if I found something for a good price as well"* (Appendix 12).

Thus, the main takeaway for the affective dimension is that the respondents overall experience positive and good feelings towards both first-hand- and second-hand luxury brands, where the respondents relate to feeling more trendy and proud with second-hand luxury brands.

Behavioral dimension

When analyzing the findings related to the behavioral dimension, it is evident that the respondents tend to act similarly when interacting with both first-hand- and second-hand luxury brands. It is found that some respondents tend to act more careful when the item is purchased second-hand, and on the other hand some act more careful with their first-hand luxury items. Thus, to act careful is present with both first-hand- and second-hand luxury brands. Further, the respondents do also express that they act confident and enjoy showing off when reflecting over both "types" of luxury brands. Therefore, it is concluded that within

the behavioral dimension no specific differences have been observed, and the respondents tend to act in a similar way.

Intellectual dimension

The most observed aspects within the intellectual dimension are sustainability and consumerism. While reflections regarding sustainability seem to be most present with second-hand luxury brands, it is also mentioned for first-hand luxury brands. In that sense, it is connected to the aspect of consumerism, which is highly observed for both second-hand- and first-hand luxury.

Sustainability: The aspect of sustainability is related to how purchasing second-hand is better for the environment. This is something several of the respondents seem to reflect over when purchasing luxury brands second-hand. Respondent F states: *“I don't feel as guilty for buying second hand because it's not new, so I know that's better for the environment, which I'm now thinking more about”* (Appendix 8).

Consumerism: The respondents reflect over how first-hand luxury feels and is better than fast fashion, by purchasing one item with a higher price and better quality, than purchasing a higher number of cheaper items. Respondent B reflects in this manner: *“I wouldn't say the brand. Specifically makes me think about anything other than I guess reflecting on consumerism. Just because it's a choice I make to buy more expensive clothes rather than the cheap ones because it's more responsible towards the planet and you know, working environments when it's made and all those things”* (Appendix 4).

Thus, it can be concluded that both first-hand- and second-hand luxury brands trigger intellectual dimensions related to sustainability and consumerism, with second-hand consumption being mostly connected to the reflections regarding sustainability.

Customer Journey

The second-hand journey is characterized as a more uncertain experience, described as a treasure hunt, by finding more unique and rare items on a good deal. In contrast, the respondents have high expectations for the first-hand luxury journey, and they experience

better overall service by feeling more special in the moment. See *appendix 14* for data display of customer journey comparison.

Treasure hunt vs. Safety

Respondents experience second-hand shopping like a treasure hunt. As respondent B states *“Second-hand shopping feels more like a treasure hunt, you're doing something special and you're finding something special, it's unique items, there's only one of each and you know that you won't pass by anybody with the same item on the street. So the process is also more charming”* (*Appendix 4*). Treasure hunt requires a lot of searching and discovering by finding the right item and the right size. Like stated by respondent G *“When purchasing second-hand, I'm not even sure what I'm gonna find and if I'll find it, and if it is the right size”* (*Appendix 9*). Further mention by respondent I, who says that she does not experience it as buying a luxury product when she purchases it second-hand, she is experiencing more like a discovery feeling by buying a special and unique item. However, she admits that the overall journey when purchasing second-hand luxury is more fun compared to purchasing first-hand luxury (*Appendix 11*).

Respondents agree that buying first-hand luxury is more straightforward. They know where to find the items and usually find their right size. Moreover, if something happens to the item, they know they can take it to the store and have it fixed. In that way, the respondent feels like buying first-hand luxury is safer. As stated by respondent B *“It's safer to buy it first-hand, because you know what you're getting and you know, you know where it is, you know, they have the sizes, and you know, if it breaks, you can come back, and they'll fix it”* (*Appendix 3*). Respondent F also mentions that she feels like she is more seen as a consumer when purchasing first-hand luxury since the employees put in a lot of effort to please and help her in the store (*Appendix 8*). Furthermore, the overall consumer journey was considered to be more luxurious and fancy by respondent I (*Appendix 11*).

Rare items vs. New items

Different emotions arise for respondents during the customer journey when buying second-hand luxury versus first-hand. Respondents feel like the emotions are a bit less when purchasing second-hand luxury. As respondent A states, *“The emotion is also a bit less when*

buying second-hand because the process is so real when buying first-hand. When you're in the store, you get better service, and you're treated more. So it's not as much excitement when buying second-hand, and it's not the same package and it's not the same real feeling" (Appendix 3). However, these feelings are related to the purchase phase, when consumers buy the item. Since respondents perceived it as a more incredible emotion in the moment, as short time happiness, excitement, and feeling. Further, mentioned by respondent D, *"You feel fancier when you're buying something new. Of course, you're paying for the experience. It's like all their champagne, getting your name down and all that. Which makes you feel like you are super special for a few minutes"* (Appendix 6). In addition, respondent C says that going into the store and buying first-hand is more special, but at the same time, she has a positive experience towards both first-hand- and second-hand purchasing (Appendix 5).

Respondent G talked about the differences between the journey so that when purchasing the first-hand luxury, she would dress up nicely before going to the store, but when purchasing second-hand, she would not think about it at all (Appendix 9). Furthermore, respondents F and J also mention the storytelling factor behind second-hand luxury. As respondent J states, *"Like second-hand luxury stores that I've been to, it's a nice experience as well, in a sense that they have a lot of knowledge of different brands and products and collections because they've been collecting them and from different clients. They have very interesting stories and they're always, at least from my experience, they like to share them and it's nice to get to know this information"* (Appendix 12). Further, mentioned by respondent F that liked the idea of buying second-hand luxury due to the story behind the product. Additionally, she feels overall better since it is better for the environment (Appendix 8).

High expectations vs. Low expectations

Respondents agree that they have higher expectations when purchasing first-hand luxury than when they buy second-hand luxury. When purchasing first-hand, respondents expect to get excellent service with special treatments in-store, nice packaging, and warranty cards. While purchasing second-hand, respondents did not have any specific expectations beforehand. Respondents are also aware that the high price they are paying for the brand when purchasing first-hand, includes the overall service they get. As stated by respondent A

"I experience higher when buying first-hand rather than second-hand, you expect better service and so on when you're buying first-hand. That's just how it is. I mean, that's because yeah, once it is more expensive and everything" (Appendix 3). Further expressed by respondent E *"I really want to get good service, and I want good packaging and a bag. And everything comes with a receipt and warranty card and, yeah, this extra thing, just makes it worth the price I guess"* (Appendix 7). Respondent G also mentions that she expects more knowledge about the items when she is purchasing the first-hand luxury, by expecting the employee to know everything regarding the quality and characteristics of the item. While buying second-hand she does not expect the employees to know every detail of the item (Appendix 9).

Attitude toward the evolving trend of Second-hand consumption

In order to grasp the respondents' attitudes toward the evolving trend of second-hand consumption, the respondents were asked to reflect over this in the last part of the interview.

Firstly, the researchers asked the respondents if they feel anything happens to a brand when they purchase it second-hand versus first-hand (Appendix 15). However, only half of the respondents were able to answer the question, the other half did not have any specific reflections. Overall, the respondents expressed that nothing negative happens to a brand, and it is perceived as a positive effect on the brand as well as for the consumer. As a result of reselling and second-hand consumption, more people are able to afford luxury brand apparel, which further contributes to the brand being more recognized. For the consumer, the respondents highlighted that the sentimental value of a brand increases as well as the charm and uniqueness, as the item also has a background story attached to it.

Lastly, when the respondents were asked how they would feel if someone bought the brand and item they purchased first-hand, second-hand (Appendix 16), it was found that all the respondents, except respondent A, felt and thought in the same way. Overall, the respondents expressed annoyance over losing out on a good deal and a better price, and jealousy as a result of that. Further, they highlighted that if they could have gotten the same deal, they would have purchased the item second-hand, not first-hand. However,

respondent A stressed the importance of the in store experience and special treatment attached to a first-hand luxury purchase, and puts that higher than a potential good deal with a second-hand purchase. Thus, the overall attitude toward the second-hand trend is considered as something positive and as an opportunity.

6. DISCUSSION

This chapter will provide insights and perceived coherence between the analyzed findings and the literature proposed in the empirical context and the theoretical framework, in light of answering the main research question: *How and why should luxury brands be affected by the evolving trend of vintage, second-hand consumption?*

The discussion is further divided into three sections following the three main themes in the thesis: (1) Luxury Brands, (2) Brand Experience and (3) Customer Journey. Firstly, the main findings from the analysis will be presented.

The key findings in the light of luxury brands are that luxury apparel is perceived as something expensive, special, and of high quality. Furthermore, the reason for purchasing second-hand luxury is related to affordability, sustainability, and uniqueness. Considering the key findings from Brakus et al. (2009) brand experience framework, the respondents seem to value quality in luxury items as well as reflecting over sustainability when using and consuming luxury brands. Further, the consumers are considered to be highly knowledge- and research-oriented through the customer journey. Finally, it is found that the respondents highly value and enjoy the overall service when purchasing first-hand luxury. However, due to price, uniqueness, and being environmentally friendly, respondents would rather prefer to purchase second-hand luxury.

6.1 Luxury Brand Values

The concept of luxury is considered a complex and relative construct. With time, the luxury concept has evolved and is now considered to involve both tangible and intangible aspects (Brun & Castelli, 2013). As Okonkwo (2009, p. 287) states, luxury is understood as a “*result of*

its connection to a culture, state of being and lifestyle, whether it is personal or collective”.

Thus, luxury is considered to be subjective which is mirrored in the answers acquired from the respondents in the interviews. This is expressed through the different associations as well as the different levels of importance indicated by the respondents, e.g. how quality is perceived for one respondent is not necessarily similar for other respondents.

However, in addition to the luxury concept being understood as highly subjective, it was found that luxury apparel is overall considered to be something expensive, special and with high quality. These key findings can be discussed in the light of specific luxury brand mechanisms (see chapter 3.3.3), in order to understand how luxury apparel brands distinguish for the respondents. Luxury brand mechanisms are the specific characteristics that identify a brand as luxury, which contribute to creating a competitive advantage (Louro & Cunha, 2001).

Amongst the respondents, luxury apparel is perceived as items of high price. A premium price strategy is a crucial characteristic of luxury brands, which further reflects the quality associated with the brand (Fionda and Moore, 2009; Kapferer and Bastien, 2009). Luxury brands distinguish themselves from other brands at a premium price, as it is perceived to be of higher quality, being exclusive and unique. This is also in line with the respondents' perception of luxury apparel as high-quality items. Further, in order for luxury brands to maintain such perception and to create value, the premium pricing must be in harmony with the perceived quality (Kapferer and Bastien, 2009).

According to Keller (2009), luxury brands must be perceived as something special to differentiate from non-luxury products. Luxury apparel being something special was highlighted by the respondents, which can be related to exclusive, rare, or unique goods (Kapferer, 2017). Uniqueness in luxury items is related to both tangible and intangible aspects. Vigneron and Johnson (2004) connected uniqueness to products and services that are hard to find, enhancing an individual's self-image and social image. The aspect of uniqueness was reflected upon by several of the respondents as a perception of luxury apparel.

Furthermore, according to the luxury continuum proposed by De Barnier et al. (2012), luxury brands are divided into three levels, namely accessible, intermediate and inaccessible luxury. Accessible luxury is considered luxury goods which a wide range of people can access. Additionally, in line with a shift in the luxury market which changed the luxury landscape, the concept of new luxury arose, contributing to increasing the accessibility of luxury goods. When analyzing the findings from the interviews, it is evident that although the researchers proposed no specific brands, all the respondents mentioned luxury brands being categorized as 'new accessible luxury brands'.

It is of importance to account for that the discussions in the literature about luxury and luxury brands do not reflect on the broad spectrum of luxury, and it is assumed that the emphasis in the literature is about all luxury and mainly high-end luxury. However, the analysis proves that when the respondents talk about luxury; it mostly concerns new luxury. Thus, the findings might reflect similarities or differences with the presented literature in relation to traditional luxury and new luxury. In regards to the respondents' luxury apparel perceptions, it is found that the findings are in line with proposed luxury brand characteristics in literature.

6.1.1 Perceived Values of Luxury Brands

The respondent's primary motivation for purchasing luxury brands is considered to be different between first-hand luxury and second-hand luxury. Consumers' perceived values of luxury brands can be explained through various dimensions, including both functional and psychological needs (Vigernon & Johnson, 2004). Although literature emphasizes that luxury brands have gained more intangible and psychological constructs (Brun & Castelli, 2013), which is apparent in the respondents' answers, tangible constructs, such as financial and functional dimensions are also perceived as significant for the respondents.

When analyzing the respondents' reflections in regards to motivation for purchasing luxury brands, it was found that the primary reasons for purchasing second-hand luxury brands is the aspect of price, the importance of being sustainable, and a desire for unique and rare items.

Price as a reason for purchasing second-hand luxury is in line with 'affordability' being considered a main driver for purchasing second-hand, presented in the empirical context (see chapter 2.2). Wiedmann et al. (2007) defines the financial dimensions of luxury brands to be related to the value of the products, such as price. The respondents find second-hand luxury items attractive because of the attached price, meaning it is lower than purchased as new. 'A good deal' was mentioned several times throughout the interviews, referring to a low price in combination with high quality. The second-hand luxury market gives consumers access to luxury items at affordable prices (Ducasse et al., 2019), as well as an opportunity of acquiring a profit from the following resale (Hristova, 2019), which was mentioned by several of the respondents.

Thinking about the environment and acting as a conscious consumer is one of the primary motivations for purchasing luxury brands second-hand. Amongst the respondents, it is perceived as environmentally friendly to purchase luxury apparel second-hand, which appeals to the respondents' emotions. The respondents express how second-hand consumption makes them feel responsible and good about themselves. Globally the trend of being more conscious as a consumer is increasing (Thredup Resale Report, 2019) by focusing more on the global climate crisis and the impact fashion has on the environment (Thredup Resale Report, 2020). In this way, second-hand consumption harmonizes with the respondents' cognition, where they are highly aware of the importance of acting sustainably. Furthermore, by purchasing luxury brands second-hand, the respondents expressed that they feel proud, which is in line with the study presented by Thredup (2020), proving that consumers acquire a euphoric mood boost when purchasing second-hand apparel.

A consumers' need for uniqueness is linked to a need to differentiate themselves from others and to be seen as one of a kind (Snyder & Fromkin, 1997; Kauppinen-Räsänen et al., 2018). To feel unique and to find unique items is considered a highly perceived value of second-hand luxury amongst the respondents. However, a small number of the respondents mentioned that a reason for purchasing first-hand luxury was the desire for special items. This can be indirectly drawn to the items holding a level of uniqueness and exclusivity. Nevertheless, the need for uniqueness is unmistakably more evident within second-hand

luxury. By analyzing the findings the respondents seem to agree that they find more unique and rare items when purchasing second-hand luxury, which contributes to both the social and individual dimension of uniqueness (Kauppinen-Räsänen et al., 2018). It contributes socially for the respondents to stand out from others as well as individually, by how they wish to express themselves. As presented in the empirical context, a key driver for second-hand consumption is the desire for unique items which enhances consumers' style (Willerdorfs et al., 2020). Thus, it is found in the analysis that the respondents consider second-hand luxury to meet their need for uniqueness to a higher level, than first-hand luxury.

The main drivers for the respondents to purchase first-hand luxury brands is based on the experience and service provided when purchasing something, as well as the perceived quality of the luxury goods.

The respondents were attracted to first-hand luxury brands due to its hedonic effects. As presented in the analysis, it was found that the respondents would buy luxury first-hand because it makes them feel special. Additionally, first-hand luxury purchases are used as a treat when the respondents have saved up and want to treat themselves or as a sign of achievement. Hedonic consumption is related to the emotional and sensual benefits provided from products or services (Hagtvedt & Patrick, 2009). Through joy, self-reward and excitement (Holbrook & Hirschman, 1982) the respondents are attracted to first-hand luxury brands.

The perceived quality of first-hand luxury is related to the functional dimension of luxury brands. According to Sheth et al. (1991), the functional dimension of luxury includes aspects of the product such as quality, uniqueness, usability, reliability and durability. Further, the functional features of luxury brands are expected to deliver superior quality and performance in order to be in line with the brand's value (Vigneron & Johnson, 2004). Obtained from the findings the respondents value first-hand luxury because of the high quality as well as the reliability and durability, by recognizing first-hand luxury to be long-lasting items. In contrast to theory where more emphasis is put on the intangible aspects, the aspect of quality is considered as a significant driver behind luxury consumption.

Although purchasing products for their symbolic and social value, in terms of status, is recognized as a driver for luxury consumption (Eastman, Goldsmith & Flynn, 1999) it was explicitly mentioned only by one of the respondents. Thus, the respondents don't consider status signaling as a primary motivation for purchasing either first-hand or second-hand luxury. However, status signaling and need for uniqueness are to a certain extent interrelated. By purchasing and using unique and rare items could further reflect the status of the users by possessing something only a few people can (Kauppinen-Räsänen et al., 2018). As mentioned, the need for uniqueness is highly present for the respondents when purchasing luxury brands, aiming to feel unique and special. This involves to some extent that they desire to be different, proving that status signaling and uniqueness are interrelated. However, it is of interest to see 'status signaling' in light of new luxury. New luxury is as mentioned more accessible for consumers, meaning that it to some extent is not perceived as a signal of status when purchasing new luxury, as it is not as inaccessible for other consumers. Thus, the respondents therefore aim to distinguish themselves through uniqueness.

6.2 Brand Experience

By following the brand experience framework presented by Brakus et al (2009), essential findings within luxury brand experience was obtained. When analyzing the findings it was evident that the aspect of quality was of importance for the respondents, both when reflecting over first-hand- and second-hand luxury brands. Secondly, the respondents were highly aware and focused on the aspect of sustainability and consumerism. Another finding proved that the respondents' level of customer satisfaction were not specifically different in regards of first-hand- and second-hand luxury brand experiences. In the following, with the aim of providing a holistic understanding of consumers' brand experience, differences and similarities within the findings will be discussed along the four dimensions of the Brakus et al. (2009) scale.

The *sensory* dimension explains how a brand appeals to the consumer's senses (sight, hearing, touch, smell, and taste). By looking at the key findings from the analysis, the

respondents experience the two brands differently. First-hand luxury brands have a new, luxurious smell and look visually new and fresh. On the contrary, the second-hand luxury brands contain an old, vintage smell and look more retro and used. However, both brands strike as being of high quality when touched. Thus, first-hand-and second-hand luxury brands appeal to the respondents' same senses, making an impression on the respondents' smell, sight and touch. It can further be determined that the brands are experienced differently in a sensory way. However it should be highlighted that both first-hand- and second-hand luxury brands are perceived to have a high quality.

The *affective* dimension refers to all feelings and emotions occurring as a result of an experience with a brand (Brakus et al., 2009). When reflected upon in the light of first-hand- and second-hand luxury brands, it is considered to be experienced in a similar way by eliciting good and positive feelings. However, second-hand luxury differs by the respondents feeling more trendy, which can be related to the uniqueness and rarity of second-hand items, and proud, occurring from feeling more environmentally friendly or by making a good deal in terms of price. This is further in line with the main drivers for second-hand consumption presented in the empirical context (see chapter 2.2).

The *behavioral* dimension indicates how a brand drives consumers to participate in physical activities (Brakus et al., 2009), which includes bodily experiences, lifestyles and interactions with the brand (Zarantonello & Schmitt, 2010). According to the findings from the analysis, the respondents appear to act similarly when interacting with first-hand- and second-hand luxury brands. Acting more carefully, confident and feeling the need to show off is considered the main behavioral dimension.

The *intellectual* dimension refers to how much the brand stimulates the consumers' cognition (Zarantonello and Schmitt, 2010), related to how much the brand makes the consumer think, how it stimulates the individuals' curiosity and problem solving (Brakus et al., 2009). For the respondents, the intellectual dimension was mostly related to how they acquired the item, rather than being specifically related to the brand. When reflecting upon first-hand- and second-hand consumption the aspects of sustainability and consumerism was recognized. The aspect of consumerism was discussed in the light of not supporting the

fast-fashion industry, with first-hand luxury considered to be more responsible. While purchasing second-hand was considered as being more environmentally friendly, with items being recycled and reused. As this is the essential finding along the intellectual dimension, it is evident that the evolving trend of second-hand consumption is increasing, and the respondents are more aware of how second-hand consumption is one of the most effective ways to lower the fashion consumption in the world (Thredup Resale Report, 2020).

The brand experience framework by Brakus et al. (2009) further proves that brand experience has behavioral impact, by affecting customer satisfaction, loyalty and brand personality. To understand how the luxury brands are overall affected by the perceived brand experience, the respondents were asked to reflect on what they feel happens to the brand when it is purchased first-hand versus second-hand. The findings from the analysis reflected on the overall perception of the brand along with the customer satisfaction. It is clear that respondents don't feel the brand is affected in a negative way whether it is purchased first-hand or second-hand. The increase of second-hand consumption is considered to make the brand more recognized since more people can afford to buy it. It is further acknowledged that a luxury brand gains more sentimental value when purchased second-hand. In conclusion, the respondents express that they are overall satisfied when purchasing both first-hand luxury and second-hand luxury.

6.3 Customer Journey

The main findings from the analysis express that consumers are highly knowledge- and research-oriented through the customer journey. Moreover, even though respondents highly value and enjoy the overall service when purchasing first-hand luxury, they would rather prefer to purchase second-hand luxury due to price, uniqueness, and being environmentally friendly. As mentioned in the theoretical framework, the thesis is following the consumer journey framework presented by Lemon and Verhoef (2016). The consumer journey is defined as a set of activities or interactions that customers go through when interacting with the brand. Further described as touchpoints that consumers have with the brand that forms the consumer journey (Lemon & Verhoef, 2016).

The findings from the analysis show that the pre-purchase process was relatively similar between first-hand- and second-hand purchases, starting with online research. The motivation for purchasing luxury items frequently began on social media, namely Instagram. Respondents stated that they were often inspired by influencers on Instagram regarding fashion trends. With an online information search, such as influencers' recommendation on social media, consumers go through social/external owned touchpoints which can affect their purchase decision (Lemon & Verhoef, 2016). However, the second-hand pre-purchase path was considered to be a longer and more time-consuming process, by searching for good deals, comparing prices and items' conditions, and points of sale.

Nevertheless, the purchase path was considered somewhat different between first-hand and second-hand according to the findings from the analysis, where respondents mainly reflected on their physical in-store experience. The main difference lies in the overall service and in-store treatment in physical luxury stores when purchasing first-hand luxury. First-hand luxury shoppers experience themselves as more special in the moment when purchasing first-hand luxury. They experience themselves more as customers and center of attention, as salespeople are only assisting them and trying everything they can to please their customers. Consumers get their names written down, the store has all the sales history of the customer, and during the service customers are offered champagne which immediately sets the mood according to respondents. The overall service when purchasing first-hand is highly valued and enjoyed by respondents. At this stage the customers go through brand-owned touchpoints where the brand has full control over the provided customer service by making the customer feel special in the moment (Lemon & Verhoef, 2016).

This is something that respondents did not experience when they were buying second-hand luxury. They experience the process as being more like a treasure hunt, where the stores were often unorganized and messy. Furthermore, they stated that the process was not always beneficial. While purchasing first-hand, they know where to buy the item and can most often be sure to find the right size and fit. However, when purchasing second-hand, they could never be 100% sure to find the right item and correct size. Moreover, respondents stated that they were fully aware that the price they were paying for a first-

hand luxury product would also include the overall services they received in the store, along with the packaging and the warranty card. Further, they also pointed out that the process of purchasing second-hand luxury could often be more exciting as they would even find more unique things and something that no one else had.

In line with that, respondents were asked about their attitude towards the evolving trend of second-hand consumption. Overall respondent attitudes were positive towards second-hand consumption. The findings show that, although the respondents enjoy first-hand luxury purchase-experiences, they would rather purchase second-hand luxury over first-hand luxury due to better price and since the product is considered being more unique and sustainable. Which is in line with the evolving trend of second-hand luxury illustrated in the empirical context (see chapter 2.2).

Referring to the post-purchase phase, respondents tend to have higher expectations when purchasing first-hand luxury than when buying second-hand luxury. The high expectations are related to the overall service in-store due to the high price they are paying for the item. Customers expect good service, special treatment in-store, including nice packaging and warrant cards. When purchasing second-hand luxury, respondents said they had no particular expectations. The experience, however, matched their expectations both when purchasing first-hand luxury and second-hand luxury.

Considering the increase in the second-hand online market, the market has expanded 21 times faster than the traditional resale apparel market in 2019 (ThredUp Resale Report, 2020). This is consistent with findings from the analysis since none of the respondents had purchased the first-hand luxury online. However, some of the respondents had shopped second-hand luxury online. When purchasing first-hand luxury items, customers want to get the whole in-store experience. While the in-store experience when purchasing second-hand luxury was not valued as highly.

Considering the customer experience in physical retail environments, Bustamante and Rubio (2017) indicate that the customer experience is constructed by four components: cognitive, affective, social, and physical experience. According to the finding from the analysis, the

cognitive experience is most apparent on the pre-purchase path. Respondents knew what they were looking for, and they had a particular idea in their heads. The cognitive experiences were mainly considered being the online research experience along with browsing in the stores.

Regarding the affective experience, the emotions that arise for respondents throughout the journeys differ. When purchasing second-hand luxury, respondents experienced it as more stressful and uncertain e.g. to find the right item and correct size. However, when finding the right item, they felt unique due to the story behind the item and since not many people had the same item. While purchasing first-hand luxury, respondents felt special in the moment because of the service in-store and the special treatment, and felt more fancy when using the new item.

Considering the physical experience, respondents specifically talked about how comfortable they felt when purchasing the first-hand luxury. It was a comfortable atmosphere where employees did everything to meet the customers' needs and gave them enough space and time to explore and make decisions. On the other hand, respondents felt it was different when purchasing second-hand luxury. The atmosphere was not considered as comfortable with unorganized and messy stores. Furthermore, the social experience relates to the human interaction in the store environment. When purchasing first-hand luxury brands respondents reflect on the interaction with employees, where the employees were considered highly knowledgeable and helpful. The social experience when purchasing second-hand luxury was less present. However, some of the respondents were provided stories from employees about the items and their history.

As Pine and Gilmore (1998) states, the overall journey of the experience must be memorable for the consumer experience to matter. The first-hand luxury journey is considered to be more memorable for consumers rather than the second-hand luxury journey. First and foremost, that can be related to the overall service in-store. However, it creates an opportunity for second-hand luxury stores to increase their overall service in-store to make it more memorable. The consumer must perceive value from experiences with the provider

in order for it to be memorable, which will create a successful consumer experience (Vargo & Lusch, 2006).

7. CONCLUSION

The aim of this project was to study the luxury market, whether the evolving trend of second-hand luxury consumption is affecting luxury brands. Throughout the study, the researchers have aspired to recognize and distinguish consumers' experience of luxury brands from a first-hand perspective and second-hand perspective. Interviews were conducted to understand young women's perception of luxury brands.

Conclusions from the interview analysis uncover the subjectivity and complexity of luxury experiences. The research aimed to study consumers' motivations for purchasing luxury brands, uncovering the different drivers for first-hand luxury purchases versus second-hand luxury. Further, the construct of brand experience was analyzed in line with four dimensions presented by Brakus et al. (2009), which uncovered whether the dimension takes more or less position when bought first-hand versus second-hand. The respondents' customer journey has been studied in the light of understanding the consumers' experience of luxury brands, uncovering different touchpoints throughout the journey.

In the following, conclusions will be drawn and reflected upon in line with the three sub-questions, which will contribute in answering the main research question.

SQ 1. How are luxury brand values perceived from first-hand buyers' perspective vs. second-hand buyers' perspective?

Both functional and psychological values of luxury brands were observed as drivers for purchasing luxury brands. Young female consumers purchase first-hand luxury apparel due to its hedonic effects, making them feel good and special. These feelings are triggered by the shopping experience and service when purchasing an item in physical first-hand luxury stores, and first-hand luxury purchases being used as a treat or sign of achievement. Additionally, the consumers are attracted to the first-hand luxury because of the high perceived quality of such brands.

Second-hand luxury purchases are firstly motivated by the financial aspect. Second-hand luxury items are considered a 'good deal', referring to the consumers' perception of an affordable price in relation to high quality. Through acting as conscious consumers and being concerned with environmental change, second-hand consumption appeals to consumers' emotions and cognitions. Thus, sustainability is considered a primary driver for purchasing second-hand luxury, making the consumers feel good and proud. Further, young female consumers perceive second-hand luxury items to satisfy their need for uniqueness and differentiate themselves to a higher level than first-hand luxury items. Consumers experience finding more unique and rare items in the second-hand luxury market.

Lastly, luxury items as a signal of status are not considered as a main driver for luxury consumption in terms of wealth. However, young female consumers intend to signal status by distinguishing themselves through unique and rare items, thus possessing items only a few people can, namely second-hand luxury items.

SQ 2. How are luxury brands experienced when bought first-hand vs. second-hand?

Consumers emphasize the importance of quality when purchasing first-hand luxury and second-hand luxury. In line with the brand experience framework (Brakus et al., 2009), the *sensory dimension* tends to differ between first-hand- and second-hand brands concerning smell and appearance. First-hand luxury brands have a new, luxurious smell and look new and fresh, while second-hand luxury brands contain an old, vintage smell and look more retro and used. Related to the *affective dimension*, both first-hand- and second-hand luxury brands are considered to be experienced similarly by eliciting good and positive feelings. However, second-hand luxury differs in how young female consumers feel more trendy and proud related to the uniqueness of the items. Such uniqueness does also contribute to an increased level of sentimental value added to the item.

Consumers tend to act similarly when interacting with first-hand- and second-hand luxury brands, by acting more carefully and confidently. This is considered the primary *behavioral dimension*. Along the *intellectual dimension* young female consumers tend to reflect on

consumerism when purchasing both first-hand- and second-hand. The aspect of consumerism was discussed in the light of being more responsible by not supporting the fast-fashion industry. However, consumers consider second-hand as being more environmentally friendly, based on second-hand consumption being one of the most effective ways to lower fashion consumption and carbon footprint in the world. In line with that, young female consumers are becoming highly aware and focused on sustainability and consumerism.

SQ 3. How is the customer journey experienced when purchasing first-hand luxury vs. second-hand luxury?

The overall customer journey must be memorable for the consumer experience to matter. Consumers experience the consumer journey as more memorable when purchasing first-hand luxury, rather than second-hand luxury, which can be related to the overall service in first-hand luxury stores. Young female consumers highly value and enjoy the overall service when purchasing first-hand luxury by feeling special in the moment, however, only for a short time during the purchase path. However after the purchase, they felt fancy when carrying around the brand new item. Moreover, consumers felt comfortable when purchasing first-hand luxury, because of the offered assistance instore, making the consumer experience as satisfying as possible.

Young female consumers experience the process of buying second-hand luxury as a treasure hunt, where the stores are often unorganized and messy, which makes the atmosphere more uncomfortable. The journey is experienced as a stressful and uncertain process, since the consumer does not always succeed in finding the right items in the right size, and in good condition. However, when succeeding in finding the right item, customers experience a unique feeling of discovery due to the item's background story and high probability of few people owning the same item. In line with that, young female consumers agreed that they would rather prefer to purchase second-hand luxury due to price, uniqueness, and being environmentally friendly.

Based on the conclusions made from the three subquestions, the main research question will be answered in the following;

How and why should luxury brands be affected by the evolving trend of vintage, second-hand consumption?

Due to the evolving trend of second-hand consumption, young consumers are highly aware of the impact fashion consumption has on the environment. Young female consumers reflect on sustainability and consumerism when using and consuming luxury brands. In line with that, being sustainable is considered one of the main drivers when purchasing second-hand luxury brands. Even though young females highly value the overall in-store experience in first-hand luxury stores, they would rather purchase second-hand luxury brands due to the financial aspect, comprehensive selection of unique and rare items, and acting more responsible towards the environment. Thus, luxury brands should be aware of young female consumers' luxury brand values in regards to their branding- and communication strategies.

Young female consumers have a need to be perceived as unique and to distinguish themselves from others. Furthermore, through possessing unique items only a few people can, they intend to signal status. The second-hand luxury market offers a wide range of unique and rare items that young females perceive to satisfy their need for uniqueness. Thus, the evolving trend of second-hand consumption could to some extent affect luxury brands by providing a more extensive selection of unique apparel for consumers, which young female consumers perceive first-hand luxury brands single-handedly are not offering.

7.1 MANAGERIAL IMPLICATIONS

The research findings show interesting and relevant implications for luxury brands. The possible managerial implications will be discussed from a brand management point of view.

Firstly, the research implies that young female consumers care about the environment and reflect on sustainability and consumerism when purchasing luxury. Purchasing second-hand luxury items are perceived as a more environmentally friendly solution by lowering the fashion consumption. One proposed strategy for luxury brands is to give attention to and

emphasize their concern for environmental change. By communicating such values, luxury brands could increase the attractiveness for young female consumers. Different approaches could be pursued to communicate environmental consciousness, such as using sustainable materials and reusing old materials in production and eco-friendly packaging. Additionally, extensive communication in all channels portraying the brands' commitments and actions towards climate change is considered a relevant strategy.

Further, the presented literature demonstrates how the luxury construct has moved from a functional and tangible construct to holding more intangible aspects. However, the research found that young female consumers highly value tangible aspects when purchasing luxury brands. One primary driver for purchasing luxury brands is a desire for high-quality items, which will last and hold for a long time. Hence, luxury brands should take this insight into account and add more focus on tangible aspects of luxury items, as young female consumers seem to be highly quality-oriented.

Lastly, uniqueness as a luxury characteristic needs to be strongly emphasized by luxury brands. It is essential for young female consumers to feel unique, and the second-hand luxury market is perceived to satisfy the consumers' need for uniqueness by offering special, rare, and limited items. Thus, it could be beneficial for luxury brands to stress the uniqueness of the brand through their branding strategy.

7.2 THEORETICAL IMPLICATIONS

From the analysis findings it was evident that all respondents reflected over luxury brands classified as 'new luxury brands'. In recent years the luxury landscape has significantly changed, developing into a mass market with increased-exposure. The new luxury trend contributes to increasing the accessibility of luxury fashion, reaching more and wider markets.

Numbers of studies on the traditional luxury market exist. However the study of new luxury seems to be relatively limited. When connecting the research's findings with the theoretical framework, it became clear that the discussions in the literature about luxury and luxury

brands do not reflect on the broad spectrum of luxury. It is assumed that the emphasis in the literature is about all luxury, mainly the high-end luxury, since a fairly limited number of studies go into depth with the consumption of new luxury in particular.

This observation should be seen as an incentive for future research regarding the new luxury category.

7.3 LIMITATIONS OF THE STUDY

While this research provided a source of useful information, limitations exist that should be addressed. Every study includes some limitations that can affect the study's trustworthiness and, therefore, impact the interpretation and generalization of the research findings (Grenner, 2018). Several limitations were faced during this research. First of all, the project has been limited through time and scope. A longer time frame would have allowed the researchers to look more in-depth into the problem. Since the research is limited to one method, namely in-depth interviews, applying other research methods, such as surveys and participant observation, would have allowed the researcher to gain a more broad and in-depth understanding and perception of the prevailing problem.

Secondly, the sample composition might have affected the interview findings and validity of results. The research participants consisted solely of 10 respondents, females in the age 24-29 years old. Since the research is qualitative, there is no commonly accepted sample size for qualitative study as the optimal sample depends on the purpose of the research (Elo et al., 2014). However, including more respondents would have allowed for a more comprehensive conclusion. Moreover, the research was limited to the Scandinavian market, namely Denmark, Norway, and Iceland. By expanding the nationality sampled with a more global perspective, the researchers would have the possibility to examine whether the conclusions drawn from this project could be validated to a larger scale.

Furthermore, throughout the conducted interviews, it was clear that it was challenging for the respondents to reflect on brand experience in line with the Brakus et al. (2009) framework. When asked about their experience with the specific luxury brand of their

choice, it seemed to be something they had not properly thought of. With a more extended period of time and by including more methodological choices, it would have been possible to conduct more in-depth research of brand experience.

Even though the research does not aim to generalize the findings for the whole millennial generation, it reveals the importance of this topic and provides insights into how luxury brands are affected by the evolving trend of second-hand luxury consumption.

7.4 FURTHER RESEARCH

This section focuses on how academic future research can be conducted in relation to the limitations made in this project. The research's focus lies in the consumer perspective, investigating how they experience luxury brands with the increased consumption of second-hand luxury. With further investigation, it would have been interesting to look at this from the brand perspective to see how the results would differ or whether it would be consistent with the conclusion from the customers' perspective.

With a longer time frame and with more extensive resources, it would have been interesting for the researchers to consider more theories. In line with that, including a brand equity framework would have enabled the researchers to acquire a more holistic understanding of how consumers think and feel about the brand. Moreover, the project investigates the vintage market and the second-hand market as one market. Further research would be intriguing by researching the markets separately to see how and whether the result would differ.

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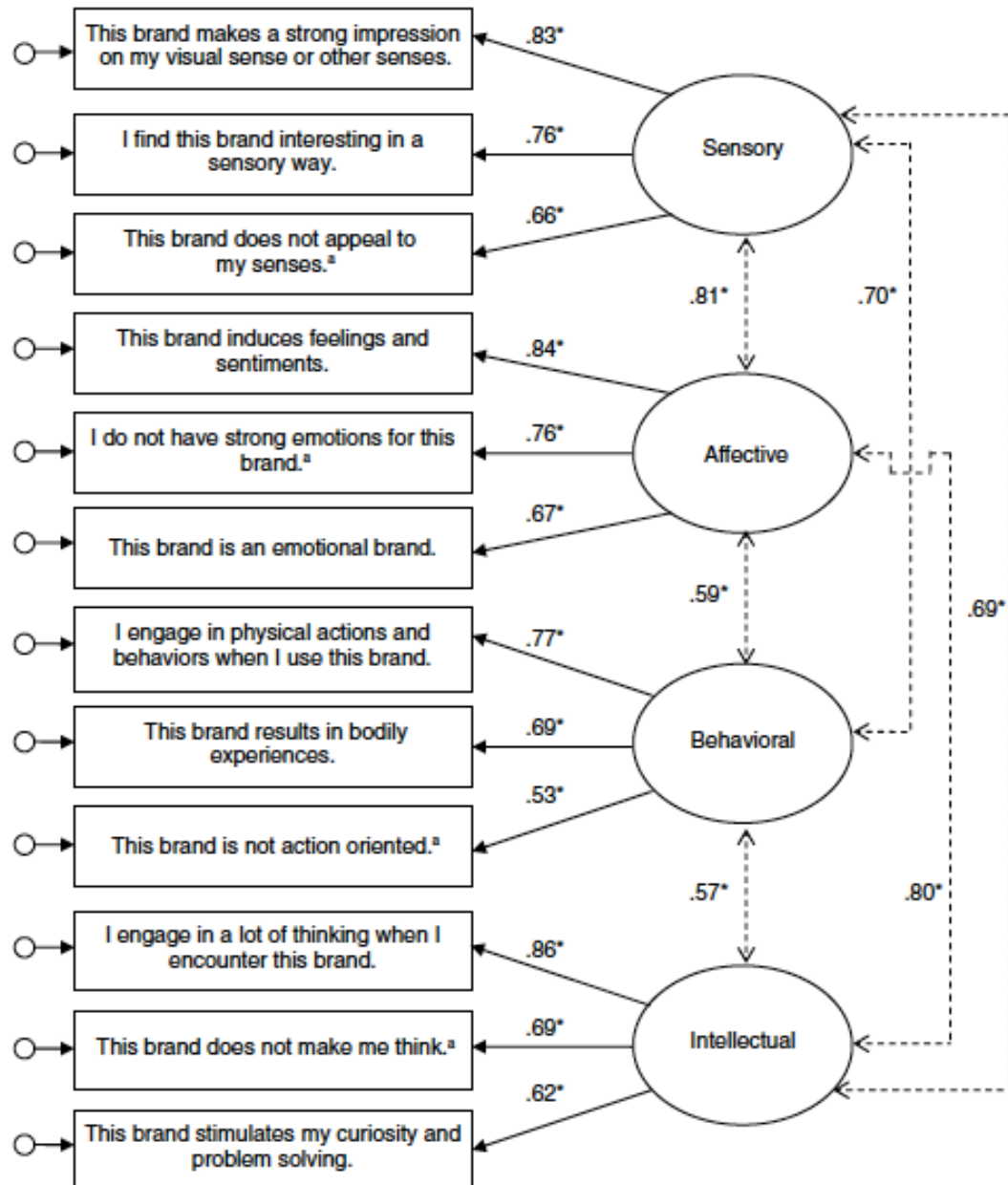
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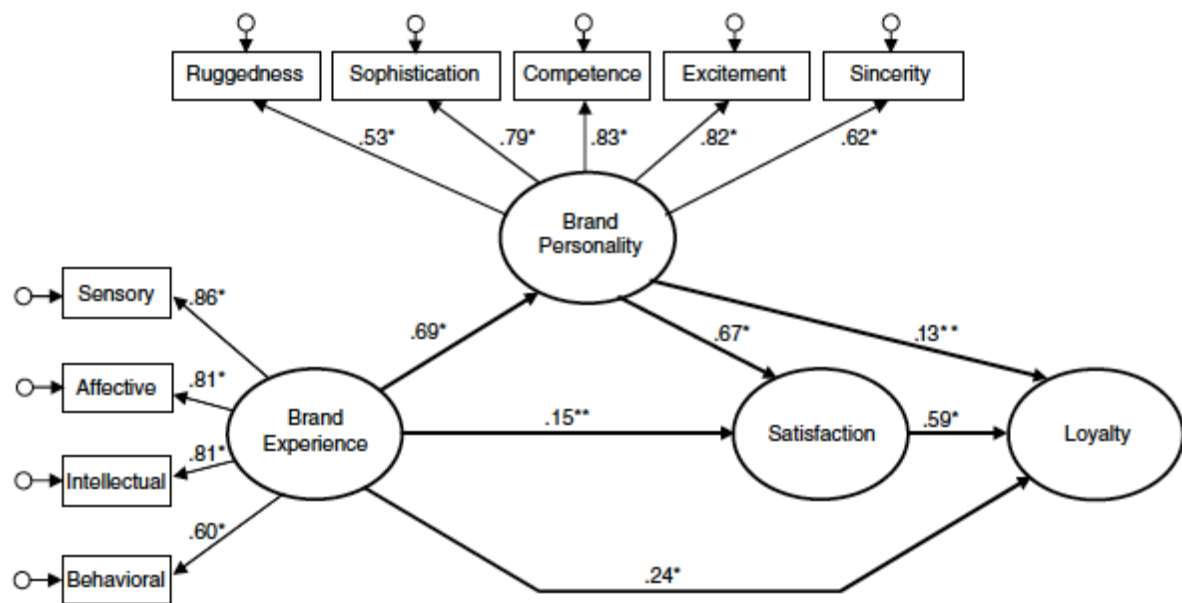
9. APPENDICES

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Appendix 1

Brand Experience Framework (Brakus et al., 2009)





Appendix 2

Interview Guide

Themes	Questions	Codes
Luxury general	1. What is luxury apparel for you?	Luxury-General
Luxury General	2. How often/When do you purchase luxury brands (both second-hand and first-hand)?	Luxury-General
Luxury General	3. What kind of luxury goods have you purchased?	Luxury-General
Luxury General	4. Do you purchase any luxury apparel brands (both second-hand and first-hand)?	Luxury-General
Luxury General	5. Tell me about some, (1-3) luxury brands you buy/have bought?	Luxury-General
In general: Second-hand luxury brands	6. Do you purchase any luxury brands second-hand? Why/ Why not?	SH-Luxury SH-Luxury-Online SH-Luxury-SH-Offl. SH-Luxury-Inspirat.
In general: Second-hand luxury brands	7. Tell me about some luxury brands you have purchased second-hand? Is it any specific luxury brands you prefer?	SH-Luxury SH-Luxury-Brands
In general: Second-hand luxury brands	8. Where do you normally buy second-hand luxury brands? Online, in-store?	SH-Luxury SH-Luxury-Online SH-Luxury-SH-Offline
In general: Second-hand luxury brands	9. When purchasing second-hand luxury, where/how do you find inspiration?	SH-Luxury SH-Luxury-Inspiration
Customer Journey: Second-hand luxury brands	10. Can you explain your customer journey when you buy second hand luxury? From to beginning to end. Depending on the answer about where the person purchases second-hand luxury, please explain the customer journey from such experience (online, in-store, both)	SH-C.Journey

Customer Journey: Second-hand luxury brands	11. Where does it begin? Where do you get the motivation from? Where does your search begin?	SH-C.Journey SH-C.Journey-Motivation
Customer Journey: Second-hand luxury brands	12. Tell us about the overall experience across the entire customer journey? How do you experience it? <ul style="list-style-type: none"> • Did it match your expectations? • What emotions arise through this experience? 	SH-C.Journey SH-C.Journey-Expectation SH-C.Journey-Emotion
Brand Experience: Second-hand luxury brands	In the next section we are going to ask you to reflect on one luxury brand you have bought second-hand. 12. Tell me about one luxury brand you have bought second-hand?	SH-Brand.Ex
Brand-Experience: Second-hand - Sensory dimension	Sensory dimension: 13. How does the luxury brand appeal to your senses (sight, hearing, touch, smell, and taste)?	SH-Brand.Ex SH-Brand.Ex-Sense
Brand-Experience: Second-hand - Affective dimension	Affective dimension: 14. Does this luxury brand evoke any specific feelings and emotions? If yes, which feelings and emotions does it evoke?	SH-Brand.Ex SH-Brand.Ex-Affect
Brand-Experience: Second-hand - Behavioral dimension	Behavioral dimension: 15. Does this luxury brand make you act in a certain way/participate in any specific actions? Explain If yes, how?	SH-Brand.Ex SH-Brand.Ex-Behavioral
Brand-Experience: Second-hand - Intellectual dimension	Intellectual dimension: 16. Does this luxury brand make you reflect/think about anything specific? If yes, how?	SH-Brand.Ex SH-Brand.Ex-Intellectual
In general: First-hand luxury brands	17. Do you purchase any luxury brands first-hand? Why, why not?	FH-Luxury
In general: First-hand luxury brands	18. Tell me about some luxury brands you have purchased first-hand? Is it any specific luxury brand you prefer?	FH-Luxury FH-Luxury.Brands
In general: First-hand luxury brands	19. Where do you normally buy first-hand luxury brands? Online, in-store?	FH-Luxury FH-Luxury-Online FH-Luxury-SH-Offl.

In general: First-hand luxury brands	20. When purchasing first-hand luxury, where/how do you find inspiration?	FH-Luxury FH-Luxury-Inspirat.
Customer Journey: First-hand luxury brands	21. Can you explain your customer journey when you buy first-hand luxury? From to beginning to end. Depending on the answer about where the person purchases first-hand luxury, please explain the customer journey from such experience (online, in-store, both)	FH-C.Journey
Customer Journey: First-hand luxury brands	22. Where does it begin? Where do you get the motivation from? Where does your search begin?	FH-C.Journey FH-C.Journey-Moti.
Customer Journey: First-hand luxury brands	23. Tell us about the overall experience across the entire customer journey? How do you experience it? <ul style="list-style-type: none"> • Did it match your expectations? • What emotions arise through this experience? 	FH-C.Journey FH-C.Journey-Expectation FH-C.Journey-Emoti.
Brand Experience: First-hand luxury brands	In the next section we are going to ask you to reflect on one luxury brand you have bought first-hand. 24. Tell me about one luxury brand you have bought first-hand?	FH-Brand.Ex FH-Brand.Ex-Sense FH-Brand.Ex-Affect FH-Brand.Ex-Behav. FH-Brand.Ex-Intelle.
Brand Experience: First-hand - Sensory dimension	Sensory dimension: 24. How does the luxury brand appeal to your senses (sight, hearing, touch, smell, and taste)?	FH-Brand.Ex FH-Brand.Ex-Sense
Brand-Experience: First-hand - Affective dimension	Affective dimension: 25. Does this luxury brand evoke any specific feelings and emotions? If yes, which feelings and emotions does it evoke?	FH-Brand.Ex FH-Brand.Ex-Affect
Brand-Experience: First-hand - Behavioral dimension	Behavioral dimension: 26. Does this luxury brand make you act in a certain way/participate in any specific actions? Explain If yes, how?	FH-Brand.Ex FH-Brand.Ex-Behavioral
Brand-Experience: First-hand - Intellectual dimension	Intellectual dimension: 27. Does this luxury brand make you reflect/think about anything specific? If yes, how?	FH-Brand.Ex FH-Brand.Ex-Intellectual

Comparison: Differences between first-hand and second-hand	Customer Journey: 28. How does the customer journey differ when purchasing second-hand vs. first-hand (from your perspective)? Please explain some specific touchpoints, what differs the most for you?	FH.vs.SH-Compare FH.vs.SH-Compare-CJ
Comparison: Differences between first-hand and second-hand - Customer journey	29. How does the overall experience across the entire customer journey differ? Do you have different expectations for the journey when purchasing first-hand luxury vs. second-hand luxury? What different emotions arise through the experience first-hand vs. second-hand?	FH.vs.SH-Compare FH.vs.SH-Compare-CJ-Expect FH.vs.SH-Compare-CJ-Emotions
Comparison: Differences between first-hand and second-hand - Sensory	30. When comparing first-hand and second-hand luxury brands, how does it differ in appealing to your senses?	FH.vs.SH-Compare FH.vs.SH-Compare-Brand.Ex FH.vs.SH-Brand.Ex-Sensory
Comparison: Differences between first-hand and second-hand - Affective	31. Does second-hand vs. first-hand luxury brands evoke different emotions and feelings?	FH.vs.SH-Compare FH.vs.SH-Brand.Ex-Affective
Comparison: Differences between first-hand and second-hand - Behavioral	32. Behavioral: Differences	FH.vs.SH-Compare FH.vs.SH-Brand.Ex-Behavioral
Comparison: Differences between first-hand and second-hand - Intellectual	33. Intellectual: Differences	FH.vs.SH-Compare FH.vs.SH-Brand.Ex-Intellectual
Comparison: Differences between first-hand and second-hand	34. Do you experience any differences with the brand when purchasing first-hand luxury vs. second-hand luxury?	FH.vs.SH-Compare FH.vs.SH-Compare-Brand.Ex
Comparison: Differences between first-hand and second-hand	35. Do you feel something happens to the brand when you buy it second-hand vs. first-hand?	FH.vs.SH-Compare FH.vs.SH-Compare-Brand.Ex
Comparison: Differences between first-hand and second-hand	36. What do you feel about people buying the same luxury brands that you purchase first-hand, second-hand?	Attitude-towards-SH

Appendix 3

Interview A - Transcribed and Coded version of Interview

Interviewer: [00:01] Okay, so hi, my name is Helga, is it okay that I record the interview?

Respondent: [00:08] That's fine.

Interviewer: [00:10] Okay. So if it's any question you don't want to answer, that's okay. Just let me know. So the topic is luxury brands. It's both first-hand and second-hand. And we would like to know your experience with second-hand luxury and luxury as well. So yeah, when I am talking about the second-hand market I am also talking about the Vintage market.

Interviewer: [00:39] So can I just get your name, nationality or what to do for a living?

Respondent: [00:45] Yeah. My name is Magna, and I'm from Iceland. I live in Denmark for now. But moving back to Iceland. I work with, I would say, programming. That's the easiest explanation.

Interviewer: [00:56] Okay, great. Can you tell me Magna, what is Luxury apparel for you?

Respondent: [01:08] Yeah, luxury is something that you're paying, you are paying for the quality and something you are paying for the brand you are purchasing, so for the name of the product, basically.

Interviewer: [01:22] Have you purchased any luxury apparel? Both second-hand or first-hand?

Respondent: [01:31] Yeah, probably more than a should

Interviewer: [01:36] Can you tell me how often you have purchased luxury brands?

Respondent: [01:41] 12 times.

Interviewer: [01:45] Okay that is nice. What kind of luxury brands have you purchased?

Respondent: [01:52] think it's only Louis Vuitton and Gucci.

Interviewer: [02:00] Okay. And is it like shoes or a bag?

Respondent: [02:08] Most accessories like shoes, bags, small wallets and scarves

Interviewer: [02:25] Okay, so you say that you have mostly bought Louis Vuitton and Gucci. So those are the brands you prefer, or are there any luxury brands you would rather prefer?

Respondent: [02:40] Yeah, Fendi and Chanel. I like them both. But Chanel is too expensive and Fendi is just hard to get - I've never found a nice Fendi store. I've just seen people in it.

Interviewer: [02:59] Okay, okay. And where do you normally buy these things? Is it online or in-store?

Respondent: [03:07] In the store, probably never online.

Interviewer: [03:15] When you are purchasing it, where do you find the inspiration?

Respondent: [03:23] Sometimes on Instagram but most often in the store.

Interviewer: [03:27] Okay so just by walking through the store you find inspiration?

Respondent: [03:32] Yeah, it's either that I went there during Christmas and I don't have any gifts on my wish list. And I buy it from myself or my mom or if I want to treat myself, for example when I have finalized exams or something. Or if I actually just for example I needed a scarf and then I know that I have seen for some time ago a nice Gucci scarves so I just went to there to look for it

Interviewer: [04:04] Okay, so now we're gonna move into the customer journey. So for example when you have bought these things in the store - can you explain for me the journey from the beginning to end?

Respondent: [04:30] Yeah, I mean the difference there is that you start working in and and if there's a lot of people there, like I am not talking about only because of COVID just in regular moments, then you would need to wait because you need to have assistant or like they doesn't like you can go into the store without someone helping you, so they find you an assistant. So usually I just walk in and there's a guy there with an iPad that takes your name and then this assistant works with you. I mean, I think it's a person, like, an assistant that can decide how much to treat you. And he probably decided that based on your look because I've been there in a nice dress and I think service is better when I am looking richer basically.

Interviewer: [05:29] Yeah, okay.

Respondent: [05:31] So sometimes I just look around and the assistant is just there basically not saying anything. But sometimes I'm trying on shoes, and I'm taking more time asking more questions and then they offer you something to drink. I mean, I also think that's dependent on how many are in the store and how obvious it is that you think you are rich or not.

Interviewer: [05:57] Okay. So you usually dress up very well and elegant before going there?

Respondent: [06:05] I wouldn't necessarily think like that, because I don't care if I don't get drinks. But, I can see the difference.

Interviewer: [06:15] Yeah, you can see that. So like, the overall experience of the journey? Like, is it positive? Did you usually have some expectations before and did it meet your expectations?

Respondent: [06:35] I mean, I would say yes, it's nice. I don't think they're too much pressure on you. Don't you like that, I don't like when it is like "Oh, it's really nice. Look at it". They're not going over the line. Like in some cheaper stores. I hate when a person is walking with me. And it's just like, I feel like I can't enjoy myself and think about the things myself.

But in this the person is actually just working only with me. He is not pressing on me, which makes me feel comfortable.

I mean, in Gucci, this doesn't exist. You just walk in there and yes, there's a bodyguard or like a guard in the door, but you don't get a personal assistant for you right away. I mean, when I'm in a Gucci luxury store, and I need to wait for an assistant, and maybe just one or two are working. And it takes time. And I ended up just walking out.

Interviewer: [07:32] Yeah, so your experience is a little bit better with Louis Vuitto rather than Gucci?

Respondent: [07:39] Yeah, I would say so. But at the same time, it's like, if you're somewhere where it's really busy. There might be a line into the store. Yeah, so if you want to just run in and check one thing and run out. You need to get an assistant, then you're not allowed to go into the store except to wait in the line, that also be an issue. So it's kind of like has its pros and cons

Interviewer: [08:09] Okay. But is it any emotions that arise to you during this experience? Like, some feelings or?

Respondent: [08:26] Yeah, I mean, it's kind of like a small authoring thingy. You have dreamed of this thing for a long time. And then suddenly, you have it in your hands and it is yours. And, like, I can't even go into the excitement when I am buying this as a gift for someone. But it's not happiness. It's more like excitement

Interviewer: [08:56] yeah, and you get to use the products and everything.

Respondent: [09:01] Yeah, and it's just like something. Like, if I go and buy a bag, it's because I decided okay, I'm going to buy a bag maybe I don't which one but I'm going to buy some bag

Interviewer: [09:15] Yeah, yeah. Okay, and now we're gonna move into the brand experience. So, if we just talk about one brand, you have bought first-hand so it could either be Louie or Gucci. So we are following the Barkus model.

So within this luxury brand, does it appeal to your senses like, for example, what you see, what you hear, the touch, the smell, the taste?

Respondent: [10:01] I don't get it?

Interviewer: [10:03] like for example within the in-store environment, like is it something with your senses, related to what you see, what you hear, what do you smell the taste within the environment? Do you experience something like that, like, you go to the store because you want to touch the things or?

Respondent: [10:36] It is not like a feeling in the store that it's like, making me excited.

Interviewer: [10:55] Nothing really related to the sense? Like, for example, when you're using this specific brand, does it arise any specific feeling or emotion for you. Like, for example, when you're walking around with your Louis bag?

Respondent: [11:18] Now, I just noticed that I'm more careful about it. It's like, it's the same with the brand's things. And if you had something from your grandmother's, it's not alive anymore. Like you take care of it, because you have feelings regarding it. But it's just like that. You want to own this forever.

Interviewer: [11:38] Okay. When you are using the bag, does it make you, like, act in a certain way or participate in a specific action? Do you act differently because you are wearing a Louis Vuitton bag?

Respondent: [12:05] I would act every day differently because I take it with me to work. And I wear my Gucci shoes wherever it goes. So like I don't

Interviewer: [12:15] Yeah. And like when using the bag, doesn't make you think any differently, like change how you think and reflect differently on things.

Respondent: [12:31] Now, not for myself, but like I admit that when I see something like a person wearing, like, a lot of those luxury things, I'm like, what does this person do for a living? But I don't notice that I'm wearing it.

Interviewer: [12:49] So you think more when you see all the people wearing a lot of expensive luxury things rather than what do you think about yourself?

Respondent: [12:55] Yeah, yeah.

Interviewer: [13:01] So like, yeah, your overall overall experience with for example, Louie. It's also right that you have bought some second-hand, so I'm kind of just gonna ask you pretty similar questions, or like the same questions that I asked you about the first-hand luxury, to see if it is any difference between that.

So can you tell me about any specific brands you have purchased second-hand?

Respondent: [13:41] Yeah, that's just the same brands, Louis Vuitton and Gucci

Interviewer: [13:46] So Louis and Gucci, that's the brands you prefer, and Chanel and Fendy something you would if you had more income.

Is it similar, like compared to when you're buying first-hand vs second-hand, do you also go into the store? Or is it online?

Respondent: [14:14] Maybe then I look online, and then go to the store

Interviewer: [14:18] Yeah, yeah. And is it the same with inspiration? Do you find it on Instagram or in the store?

Respondent: [14:26] Yeah, I guess then it's more like on Instagram because the stores have vintage stores and so on and they have instagram pages

Interviewer: [14:35] Yeah, so the difference between the customer journey compared to purchasing first-hand and second-hand is that you like to start looking online when considering purchasing second-hand things to see what they have to offer and then you go to the store and buy it there.

Respondent: [14:52] Yeah, I would want to go to a store to buy it. Because you just want to make sure that there are no signs of use like it is almost like new.

Interviewer: [15:05] Is it the same, like when you're buying second-hand, like with the expectation you have for the overall experience? Do you expect more when you buy first-hand? Do you have higher expectation?

Respondent: [15:20] I mean, of course, yes, you expect better service and so on when you're buying first-hand. That's just how it is. I mean, that's because yeah, once it is more expensive and everything. So, I expected more.

Interviewer: [15:41] Yeah. But like, what was the most motivation for you to buy second-hand? Was it anything related to being unique or sustainable, or?

Respondent: [15:56] It was different. You can get things that so few people have, that's one of the things, but I don't think so much about it. It's cheaper, but I mean, I'm that kind of person if I pay more than 5000 dkk for something, I'm not going to save money, because I'm already paying that much. Yeah. And, of course, it's nice to be sustainable and just recycle things. But I don't think much about it

Interviewer: [16:29] So yeah, I guess it's the same with second-hand compared to first-hand that it's more like, the happiness you experienced, like, using the product and getting it for yourself. And are there any specific feelings and emotions? Or is it the same as you experience when buying first-hand?

Respondent: [17:06] It is a bit less, because the process is so real. When you're in the store, you get better service and you're treated more. For example, in both Gucci and Louis, they have your sales history, when you buy something they register your name, and they can see everything you have bought from them. And that's probably also one of the things they do when you walk into the store, they look at your list and look at what you bought, and treat you.

Interviewer: [17:36] Yeah. So they know what you're like.

Respondent: [17:43] So it's not as much excitement when buying second-hand, okay. And you're not, you're not carrying, like the same. It's not the same package. And it's not the same real feeling. But it's, of course, nice.

Interviewer: [17:58] Yeah. There's a bit more than that when you buy first-hand. But yeah, you are more aware that it's used, and somebody else had had it before.

Respondent: [18:10] Yeah. Yeah.

Interviewer: [17:58] And so like, compared to the differences between first-hand and second-hand, you said that your expectations were higher when buying first-hand, which makes sense because you're buying more expensive items.

But like, through the customer journey, like from the beginning, you start looking at the product until you actually buy it. Can you explain to me what's the main difference between buying these things first-hand vs second-hand, from the beginning to end?

Respondent: [18:58] Yeah, probably just this. I mean, the biggest difference is this. Like, I wouldn't want to call it happiness, and I don't want to call it excitement. I would say it is the feeling between excitement and adrenaline, it is kind of like adrenaline.

Like, if I'm shopping with my mom, we're both like this, we get this shopping feeling not as creepy as when buying second-hand. And that's one of the parts of the thing I like, it is this feeling I get from it, that is probably why I buy more luxury items than I should, like I said in the beginning, I probably bought much more than a should

Interviewer: [19:42] But it makes you feel good and get this adrenalin when you do it.

Respondent: [19:46] Yeah, it doesn't make my life better. But definitely when I am in the moment, the moment is fun.

Interviewer: [19:53] Yeah. And that's much higher. Like, when you're buying first-hand?

Respondent: [19:58] Yeah. Yeah. And that's all of course, because of the service you get there. So yes, there is a little bit of like, the atmosphere in the store makes you feel good.

Interviewer: [20:10] Yeah. What do you think about for example, when you have bought some new luxury goods, what do you think if another person purchases it chapter second-hand? Do you feel like you regret it that you bought first-hand but not used?, Or do you feel no feelings like that?

Respondent: [20:42] A part of the price you're paying, it's this feeling of going into a store doing all of this process. If I had someone else to buy it, then I would regret it, like "Oh, I should have done it myself". Because

like, there is a part of it to open a new box and use it for the first time. This is a part of the journey and is the reason why I'm ready to pay this price.

Interviewer: [21:13] Yeah, okay.

Respondent: [21:17] I mean, I think it's cool when someone is buying this second-hand, but the price difference is not that that's super much. Except the product. You can see it has been used. Yeah. So I'm not losing that much money that I would regret buying first-hand.

Interviewer: [21:33] Okay. Yeah.

What do you think, because like now the second-hand market is increasing a lot. Do you, for example, since you are a fan of Louis Vuitton, do you feel like it's a positive thing for the brand? That it's like recycling the thing? Or do you think it's affecting the brand somehow, like compared to the brand image and the brand value?

Respondent: [22:08] I know, I think it is a positive thing and it's not gonna affect the brand at all. I think more people are going to buy it. Yeah, I think if it's something it's going to return in positive impacts for the brands because this means that more people can use it.

You know, when it's, you can see when it's like, I mean, the rich Chinese and I'm not being racist sorry, but I'm just talking because I always see this. Yeah. People coming from other countries to Denmark, and they are just walking out with many, many bags, and they have the newest brand. And that's something you don't get second-hand. You don't get the newest line.

You won't look at those people and think oh, they bought it. Did they buy it first? Or secondhand?

Interviewer: [22:53] Yeah, definitely.

Respondent: [22:54] I don't think it will ruin the reputation in that way.

Interviewer: [23:02] Okay. Okay,

Respondent: [23:04] And it increases the awareness of the brand because more people have it. And they might get addicted to it and then this person will maybe first buy second-hand but then want to buy for one time first-hand. And yeah, this person maybe never would have done it except because now the person seems like the brand so much after buying it second-hand.

Interviewer: [23:20] Yeah, yeah

But okay. That was really useful. Thank you for participating.

Respondent: [23:32] No problem.

Interviewer: [23:34] Okay. Thank you.

Coding of Interview A

Themes	Questions	Codes
Luxury general	What is luxury apparel for you? Luxury is something that you're paying for, you are paying for the quality and sometimes you are paying for the brand you are purchasing, so for the name of the product	Luxury-General Luxury-Quality Luxury-Reputation Luxury-Price
Luxury General	How often/When do you purchase luxury brands (both second-hand and first-hand)? I have bought it 12 times - it's either that I went there during Christmas and I don't have any gifts on my wish list. And I buy it from myself or my mom or if I want to treat myself, for example when I have finalized exams or something. Or if I actually just for example I needed a scarf and then I know that I have seen for some time ago a nice Gucci scarves so I just went to there to look for it	Luxury-General Luxury-General-Treat
Luxury General	What kind of luxury goods have you purchased? Most accessories like shoes, bags, small wallets and scarves	Luxury-General Luxury-accessories
Luxury General	Do you purchase any luxury apparel brands (both second-hand and first-hand)? Yes I do	Luxury-General
Luxury General	Tell me about some, (1-3) luxury brands you buy/have bought? Louis Vuitton and Gucci	Luxury-General
In general: Second-hand luxury brands	Do you purchase any luxury brands second-hand? Yes	SH-Luxury
In general: Second-hand luxury brands	Tell me about some luxury brands you have purchased second-hand? Louis Vuitton and Gucci	SH-Luxury SH-Luxury-Brands
In general: Second-hand luxury brands	Where do you normally buy second-hand luxury brands? Maybe then I look online, and then go to the store	SH-Luxury SH-Luxury-Online SH-Luxury-SH-Offline
In general: Second-hand luxury brands	When purchasing second-hand luxury, where/how do you find inspiration?	SH-Luxury

	I guess it's more like on Instagram because the stores have vintage stores and so on and they have instagram pages	SH-Luxury-Inspiration SH-Luxury-Ins-Insta
Customer Journey: Second-hand luxury brands	Can you explain your customer journey when you buy second hand luxury? From to beginning to end. I would start looking online when considering purchasing second-hand things to see what they have to offer and then you go to the store and buy it there. Because you just want to make sure that there are no signs of use like it is almost like new.	SH-C.Journey SH-C.Journey-Good.Condition
Customer Journey: Second-hand luxury brands	Tell us about the overall experience across the entire customer journey? How do you experience it? <ul style="list-style-type: none"> • Did it match your expectations? • What emotions arise through this experience? <p>I experience higher when buying first-hand rather than second-hand, you expect better service and so on when you're buying first-hand. That's just how it is. I mean, that's because yeah, once it is more expensive and everything. So, I expected more. But my overall experience was good, I didn't had as high expectation</p> <p>The emotion is also a bit less when buying second-hand, because the process is so real when buying first-hand. When you're in the store, you get better service and you're treated more. For example, in both Gucci and Louis, they have your sales history, when you buy something they register your name, and they can see everything you have bought from them. And that's probably also one of the things they do when you walk into the store, they look at your list and look at what you bought, and treat you - So it's not as much excitement when buying second-hand, and it's not the same package. And it's not the same real feeling</p>	SH-C.Journey SH-C.Journey-Expectation SH-C.Journey-Emotion SH-C.Journey-Less.Excitement SH-C.Journey-Less.Emotion
Brand Experience: Second-hand luxury brands	Tell me about one luxury brand you have bought second-hand? Yes Gucci	SH-Brand.Ex
Brand-Experience: Second-hand - Sensory dimension	Sensory dimension: How does the luxury brand appeal to your senses (sight, hearing, touch, smell, and taste)? I don't related to anything like that	SH-Brand.Ex SH-Brand.Ex-Sense
Brand-Experience: Second-hand - Affective dimension	Affective dimension: Does this luxury brand evoke any specific feelings and emotions?	SH-Brand.Ex SH-Brand.Ex-Affect

	Yes it is a good feeling, and good to know you are being sustainable, but it is so much less compared to buying first-hand and second-hand - my emotions and feeling are less	SH-Brand.Ex-Affect-Sustainable
Brand-Experience: Second-hand - Behavioral dimension	Behavioral dimension: Does this luxury brand make you act in a certain way/participate in any specific actions? I don't	SH-Brand.Ex SH-Brand.Ex-Behavioral
Brand-Experience: Second-hand - Intellectual dimension	Intellectual dimension: Does this luxury brand make you reflect/think about anything specific? Not for my personally, but if I see person wearing a lot of luxury items, that makes me think about what the person is doing for living	SH-Brand.Ex SH-Brand.Ex-Intellectual SH-Brand.Ex-Intellectual-Think.a.others
In general: First-hand luxury brands	Do you purchase any luxury brands first-hand? Yes I do	FH-Luxury
In general: First-hand luxury brands	Tell me about some luxury brands you have purchased first-hand? a. Is it any specific luxury brand you prefer? Yes, Louis Vuitton and Gucci But I also like Fendy and Chanel. But Chanel is too expensive and Fendy is just hard to get - I've never found a nice Fendy store. I've just seen people in it.	FH-Luxury FH-Luxury.Brands
In general: First-hand luxury brands	Where do you normally buy first-hand luxury brands? In the store, probably never online.	FH-Luxury FH-Luxury-SH-Offline
In general: First-hand luxury brands	When purchasing first-hand luxury, where/how do you find inspiration? Sometimes on Instagram but most often in the store.	FH-Luxury FH-Luxury-Inspiration FH-Luxury-Ins-Insta FH-Luxury-Ins-In-store
Customer Journey: First-hand luxury brands	Can you explain your customer journey when you buy first-hand luxury? From to beginning to end. Yeah, I mean the difference there is that you start working in and and if there's a lot of people there, like I am not talking about only because of COVID just in regular moments, then you would need to wait because	FH-C.Journey FH-C.Journey-Assistant FH-C.Journey-Looking.Rich

	<p>you need to have assistant or like they doesn't like you can go into the store without someone helping you, so they find you an assistant. So usually I just walk in and there's a guy there with an iPad that takes your name and then this assistant works with you. I mean, I think it's a person, like, an assistant that can decide how much to treat you. And he probably decided that based on your look because I've been there in a nice dress and I think service is better when I am looking richer basically.</p> <p>So sometimes I just look around and the assistant is just there basically not saying anything. But sometimes I'm trying on shoes, and I'm taking more time asking more questions and then they offer you something to drink. I mean, I also think that's dependent on how many are in the store and how obvious it is that you think you are rich or not.</p>	
Customer Journey: First-hand luxury brands	<p>Tell us about the overall experience across the entire customer journey? How do you experience it?</p> <ul style="list-style-type: none"> • Did it match your expectations? • What emotions arise through this experience? <p>I mean, I would say yes, it's nice. I don't think they're too much pressure on you. I don't like when it is like "Oh, it's really nice. Look at it". They're not going over the line. Like in some cheaper stores. I hate when a person is walking with me. And it's just like, I feel like I can't enjoy myself and think about the things myself. But in this the person is actually just working only with me. He is not pressing on me, which makes me feel comfortable.</p> <p>I mean, in Gucci, this doesn't exist. You just walk in there and yes, there's a bodyguard or like a guard in the door, but you don't get a personal assistant for you right away. I mean, when I'm in a Gucci luxury store, and I need to wait for an assistant, and maybe just one or two are working. And it takes time. And I ended up just walking out.</p> <p>Emotion it's kind of like a small authoring thingy. You have dreamed of this thing for a long time. And then suddenly, you have it in your hands and it is yours. And, like, I can't even go into the excitement when I am buying this as a gift for someone. But it's not happiness. It's more like excitement</p>	<p>FH-C.Journey</p> <p>FH-C.Journey-Expectation</p> <p>FH-C.Journey-Emotion</p> <p>FH-C.Journey-Comfort</p> <p>FH-C.Journey-Excitement</p>
Brand Experience: First-hand luxury brands	<p>Tell me about one luxury brand you have bought first-hand?</p> <p>Yes, Louis Vuitton</p>	FH-Brand.Ex
Brand Experience: First-hand - Sensory dimension	<p>Sensory dimension:</p> <p>How does the luxury brand appeal to your senses (sight, hearing, touch, smell, and taste)?</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Sense</p>

	It is not like a feeling in the store that it's like, making me excited.	FH-Brand.Ex-Sense-Excitement
Brand-Experience: First-hand - Affective dimension	<p>Affective dimension: Does this luxury brand evoke any specific feelings and emotions?</p> <p>Now, I just noticed that I'm more careful about it. It's like, it's the same with the brand's things. And if you had something from your grandmother's, it's not alive anymore. Like you take care of it, because you have feelings regarding it. But it's just like that. You want to own this forever.</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Affect</p> <p>FH-Brand.Ex-Affect-Carful</p> <p>FH-Brand.Ex-Affect-Positiv.Feeling</p>
Brand-Experience: First-hand - Behavioral dimension	<p>Behavioral dimension: Does this luxury brand make you act in a certain way/participate in any specific actions?</p> <p>I would act every day differently because I take it with me to work. And I wear my Gucci shoes wherever it goes. So like I don't</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Behavioral</p>
Brand-Experience: First-hand - Intellectual dimension	<p>Intellectual dimension: Does this luxury brand make you reflect/think about anything specific?</p> <p>Now, not for myself, but like I admit that when I see something like a person wearing, like, a lot of those luxury things, I'm like, what does this person do for a living? But I don't notice that I'm wearing it.</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Intellectual</p> <p>FH-Brand.Ex-Intellectual-Think.b.other</p>
Comparison: Differences between first-hand and second-hand	<p>Customer Journey: How does the customer journey differ when purchasing second-hand vs. first-hand (from your perspective)?</p> <p>Yeah, I mean, the biggest difference is the excitement when buying first-hand, and it is kind of like adrenaline. Like, if I'm shopping with my mom, we're both like this, we get this shopping feeling not as creepy as when buying second-hand. And that's one of the parts of the thing I like, it is this feeling I get from it, that is probably why I buy more luxury items then I should, like I said in the beginning, I probably bought much more than I should - that's also related to the service you get there. So yes, there is a little bit of like, the atmosphere in the store makes you feel good.</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-CJ</p> <p>FH.vs.SH-Compare-CJ-Excit.</p> <p>FH.vs.SH-Compare-CJ-Atmosph</p>
Comparison: Differences between first-hand and second-hand - Customer journey	<p>1. How does the overall experience across the entire customer journey differ?</p> <p>a. Do you have different expectations for the journey when purchasing first-hand luxury vs. second-hand luxury?</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-CJ-Expect</p>

	b. What different emotions arise through the experience first-hand vs. second-hand? --	FH.vs.SH-Compare-CJ-Emotions
Comparison: Differences between first-hand and second-hand - Sensory	2. When comparing first-hand and second-hand luxury brands, how does it differ in appealing to your senses? --	FH.vs.SH-Compare FH.vs.SH-Compare-Brand.Ex FH.vs.SH-Brand.Ex-Sensory
Comparison: Differences between first-hand and second-hand - Affective	3. Does second-hand vs. first-hand luxury brands evoke different emotions and feelings? --	FH.vs.SH-Compare FH.vs.SH-Brand.Ex-Affective
Comparison: Differences between first-hand and second-hand - Behavioral	4. Behavioral: Differences --	FH.vs.SH-Compare FH.vs.SH-Brand.Ex-Behavioral
Comparison: Differences between first-hand and second-hand - Intellectual	5. Intellectual: Differences --	FH.vs.SH-Compare FH.vs.SH-Brand.Ex-Intellectual
Comparison: Differences between first-hand and second-hand	6. Do you experience any differences with the brand when purchasing first-hand luxury vs. second-hand luxury? --	FH.vs.SH-Compare FH.vs.SH-Compare-Brand.Ex
Comparison: Differences between first-hand and second-hand	7. Do you feel something happens to the brand when you buy it second-hand vs. first-hand? --	FH.vs.SH-Compare FH.vs.SH-Compare-Brand.Ex
Comparison: Differences between first-hand and second-hand	What do you feel about people buying the same luxury brands that you purchase first-hand, second-hand? A part of the price you're paying, it's this feeling of going into a store doing all of this process. If I had someone else to buy it, then I would regret it, like "Oh, I should have done it myself". Because like, there is a part of it to open a new box and use it for the first time. This is a part of the journey and is the reason why I'm ready to pay this price - But I think it's cool when someone is buying this second-hand, but the price difference is not that that's super much I think	Attitude-towards-SH

Appendix 4

Interview B - Transcribed and Coded version of Interview

Interviewer: Well hi, let's start this. Is it okay if I record the interview and reflect on it in my thesis project?

Respondent: Yes, that's fine for me.

Interviewer: So if there is any questions you don't want to respond to, just let me know.

Respondent: Yes sure.

Interviewer: and the topic of this interview is luxury brands, both second-hand and first-hand, where I would like to know more about your experience with second-hand luxury.

Respondent: okay

Interviewer: and just to clarify, when I am talking about second-hand, both second-hand and vintage markets are included.

Respondent: ah okay.

Interviewer: Then first, can you tell me your Name, age, nationality and what you do for a living.

Respondent: Yes okay. My name is Kristina, I am 25 years old, I am from Norway and I work as a marketing manager at a media firm.

Interviewer: Okay perfect.

Interviewer: Then we are going start with some general questions. So first, what is luxury apparel for you?

Respondent: Hm, for me it is clothing, accessories and shoes above a certain price point and reputation. Especially the reputation part.

Interviewer: Do you purchase any luxury apparel brands (both second-hand and first-hand)?

Respondent: Yes, not excessively, but some.

Interviewer: and how often or when do you purchase luxury brands (both second-hand and first-hand)?

Respondent: Well when I feel like treating myself. It's like a gift for yourself that you can justify because you've earned it in some way. Accomplished something special or you've been invited to a rare event.

Interviewer: What kind of luxury goods have you purchased?

Respondent: Sweaters, pants, shirts, purses

Interviewer: And can you tell me about some, 1 to 3 luxury brands you buy or have bought?

Respondent: yes, hmm Stone Island, Nanushka, Tom Wood, Chanel

Interviewer: And then we are going to talk more specifically about second-hand luxury.

Interviewer: So do you purchase any luxury brands second-hand? And if yes, why?

Respondent: Yes, and yeah I like feeling unique and finding rare pieces to compliment my style. I love finding items that I won't see the girl next door wearing too.

Interviewer: Perfect. Can you then tell me about some luxury brands you have purchased second-hand?

Respondent: I purchased a pair of vintage sunglasses from Chanel. I prefer the classic luxury brands like Chanel, Dior, Prada etc., because the vintage pieces are so timeless and instantly adds class to the outfit.

Interviewer: Where do you normally buy second-hand luxury brands? Is it online or in-store?

Respondent: Mostly in-store because I also enjoy the browsing, and fabrics can feel and look so different in real compared to in pictures.

Interviewer: When purchasing second-hand luxury, where/how do you find inspiration?

Respondent: Celebrities are always a good inspiration, but you never find specifically the same – which is also the charm about it.

Interviewer: Okay good. In the following we are going to look more specifically into your customer journey when purchasing second-hand. So could you tell me about a customer journey when you purchase second-hand luxury items?

Respondent: Well usually, I'm on Instagram browsing through inspirational pages when I find something I think would suit me and/or add something cool to my wardrobe. From there I start going a bit deeper, checking out the specific brand and if their still in-store. Then I'll walk around the city to the different high-end vintage shops to see if there's anything similar or anything else to be inspired from. If I find it, I buy it.

Interviewer: And looking at your overall experience, did this journey match your expectations and did any specific emotions or feelings arise through it?

Respondent: I guess it depends a bit on the in-store experience and of course, if I have any luck at all. There's definitely a bit of annoyance if you can't find anything, and especially if there's something special you're looking for. On the other hand, if you do find something cool, it feels like you've found the treasure at the end of the rainbow. I also find a lot of pleasure in the treasure-hunt itself, and I know what I'm coming to, because I've done it so many times.

Interviewer: Perfect. And in the following we are going to look more into your experience with a brand. So if you could choose one of the brands and items you have purchased second-hand for the following questions.

Respondent: Okay, then I think we can talk about the vintage sunglasses I have bought from Chanel.

Interviewer: Perfect. Then, how do you feel this luxury brand appeal to your senses such as your sight, hearing, touch, smell, and taste?

Respondent: The brand itself is of heavy quality, which has a certain feel to it. In my opinion, this doesn't change when I buy it secondhand. There's some factors added though, like a vintage-smell and a more retro look, because it's from older collections.

Interviewer: In what way do you find the brand interesting in a sensory way?

Respondent: The brand itself has a good, exclusive reputation, which means it's nice to show off the logo.

Interviewer: Does this luxury brand evoke any specific feelings and emotions?

Respondent: You feel special, wealthy and noticeable when wearing something that is obviously from this brand, such as the visible logo. But you feel good, even if the logo does not show, just because you know it yourself. It's like wearing sexy underwear and nobody knows, it's your secret.

Interviewer: Does this luxury brand make you act in a certain way/participate in any specific actions?

Respondent: Yes I think it makes you stand up a bit taller, chin up, with confidence.

Interviewer: Does this luxury brand make you reflect/think about anything specific?

Respondent: The luxury brand itself doesn't make me necessarily think more/less about anything. However, going to all these vintage shops definitely makes you contemplate on consumerism in general. I'd rather buy one pair of luxury sunglasses, than three pairs of half cheap sunglasses.

Interviewer: Then overall, how can you in a way sum up, how you experience this brand?

Respondent: My experience with the brand overall, is good and has been pleasant. I would, however, like to mention that I don't necessarily have a lot of interaction with the brand itself, or at least that's how it feels. I don't think I'd categorize myself in the same category as first-hand buyers of the same brand, when mine's bought used.

Interviewer: Then we are going to talk more about the first-hand luxury brands.

Respondent: Okay.

Interviewer: Do you purchase any luxury brands first-hand? I know you already said yes to this, so then tell me why?

Respondent: [00:05] well it's quality. I do it because I would rather buy something expensive that lasts longer and has better quality and is made more responsibly than buying three cheap items. That will just last a year and then I'll have to exchange them with something else.

Interviewer: Then can you tell me about some luxury brands you have purchased firsthand.

Respondent: I have purchased Stone Island and Tom Wood to mention a few. Yes. And Nanushka.

Interviewer:

Is there any specific luxury brand you prefer?

Respondent:

I guess Yes. And no. The most reason why recent one I bought was Nanushka. So I guess that's what I prefer at the moment.

Interviewer:

Where do you normally buy luxury brands online or in store.

Respondent:

Usually, I like to buy in store just because when it's about a certain amount of money, it feels nice to know how it looks on your body and you know, be sure that it's the right kind of item for you. But I don't mind buying it online either.

Interviewer:

When purchasing first hand luxury where and how do you find inspiration?

Respondent:

Daily To summarize, and usually I just browse through Instagram. And when it comes to firsthand luxury, it's actually pretty easy to find inspiration. It's what all the influencers wear so you can go in and buy the same which is harder when it comes to secondhand.

Interviewer:

Okay, so you said that you will do both online and in store. My next question is if you can explain your customer journey when you buy first-hand luxury. Here, we can choose what you would like to tell about either if it's in store or online. Yeah.

Respondent:

Usually, I see sometimes some type of influencer on Instagram that has a certain outfit, and then you know, they're legally supposed to tag who it is. And then you can go in and see what brand it is. And then you check out the brand, you read a bit about them, maybe see through what kind of other clothes they have. And then if I know that this brand is in a store, reasonably close to me, I'll go. I'll go over there and try it on, see how it looks. And then I'll buy it. If not, I'll try to buy it online. If the terms are reasonable, and I can ship it back without costs.

Interviewer:

Do Can you say something about like the end of your customer journey? Like the aftermath? Like how you feel after the purchase, and you got the product?

Respondent:

If I buy it in store, I come home. instantly. Try it on. See how I feel. Walk around in it. feeling myself? Yeah. And then I'll try to think about when I want to use it the first time because it's a bit special. It's not like a cheap pair of jeans that you use every day. Yeah.

Interviewer:

Nice, thank you. Then could you tell me about the overall experience across the entire customer journey? Like how do you experience buying firsthand luxury? Did it match your expectation? And what kind of emotions arise through this experience

Respondent:

I mean, it also depends on who's in the store and how they're treating you but usually I'm pretty satisfied and you feel I guess you feel a bit wealthy maybe a bit more rich than you actually are and a bit cooler than you actually are and fulfill some kind of sick need to feel cool.

Interviewer:

Okay, so in the next section, we're going to ask you to reflect on one of the luxury products you have bought firsthand. So can you tell me which item and brand you have bought firsthand?

Respondent:

Yeah, I bought a pant and shirt set from Nanushka.

Interviewer: Okay, so how does the luxury brand appeal to you senses meaning your sight, hearing, touch, smell and taste.

Respondent: If I compare it to the more reasonably priced stuff I have, it feels heavier, it feels it feels, you know, like better quality. It also has a certain smell to it. of hard to explain but a unique, rich luxurious smell. Also, I guess because you think it's think it has it is the mental thing. And it usually lives up to the expectation as well.

Interviewer:

Okay, in what way do you find this brand or the product interesting in a sensory way. So meaning sight, hearing, touch, smell and taste.

Respondent:

I mean, I like the designs, I like the fits, you can see that it's made more comprehensively than the cheaper ones. It's not made for millions. And the fits are more thought through and there's a design process and there's all these steps that go through. So I guess it's overall more, you know, a small comprehensive design that suits my body.

Interviewer:

Okay, does this luxury brand evoke any specific feelings and emotion for you?

Respondent

I don't know if it's this luxury brand specifically. But in general, luxury brands make you feel good, makes you walk with your head high chin up. You feel a bit better about yourself, because you know that what you're wearing is quality. And maybe it's also more sustainable and more responsible as well. Which makes your conscience better.

Interviewer:

Then, does this luxury brand make you act in a certain way or participate in any specific actions?

Respondent:

Maybe I go out a bit more because I want to show it off. Actually I want to show off my new outfit.

Interviewer:

Does it make you feel like you need to take care of Yeah, in more or in general your stuff more after you buy it?

Respondent:

Like I guess I'm a bit more careful with my high end clothes than I am with some cheap stuff naturally. Don't let my boyfriend touch it. And I wash it differently. Yeah.

Interviewer:

Good. And then does this luxury brand make you reflect or think about anything specific?

Respondent:

Yes.

Interviewer:

How?

Respondent:

I wouldn't say the brand. Specifically makes me think about anything other than I guess reflecting on consumerism. Just because it's a choice I make to buy more expensive clothes rather than the cheap ones because it's more responsible towards the planet and you know, working environments when it's made and all those things.

Interviewer:

Okay, overall, how do you experience this brand? If you could just reflect on it how you have experienced it

Respondent:

Ah, it was a great experience. I changed the pants a bit but I will. They're my favorite pants and I would love to buy more of this brand, because it's amazing.

Interviewer:

Okay, and the next part we're gonna ask you to reflect on and compare secondhand luxury brands and first-hand luxury. So then we're going to start off with the customer journey.

And how does the customer journey differ when purchasing secondhand versus firsthand, from your perspective?

Respondent:

I think the most prominent difference is that the vintage shopping fills, or second hand feels more like a treasure hunt, you're doing something special, you're finding something special, it's unique items, there's only one of each and you know that you won't pass by anybody with the same item on the street. So the process is also more charming in a way because you know, that is unique items that you're looking at. And at the same time, it can also be a bit frustrating because you don't know what you'll find. So maybe you won't find anything, maybe you have some certain ideas in your head of what you want. But you can never be sure to find exactly, or something similar even. And also you find stuff and it's not your size. And there's a lot of things that also makes it harder when it's just one item of each. But that's also you know, the charm of it.

It is a more appealing day activity to go vintage shopping, but it's safer to buy it firsthand, because you know what you're getting and you know, you know where it is, you know, they have the sizes, and you know, if it breaks, you can come back and they'll fix it.

Interviewer:

Okay, and then I'm going to ask how the whole experience across the entire customer journey differ. And then specifically, how if you have any different expectations for the journey when you purchase first hand luxury versus secondhand luxury, like expectations.

Respondent:

I guess I expect a bit of a better service when it's firsthand. And also in the aftermath, I expect to be treated with a certain openness, if it breaks or if there's something wrong with the item. And I wouldn't expect the same if it's secondhand. Just because you know that it's old and you know, the age of it. And the vintage shop is just a supplier. So it's not that it's not the brand itself. So you wouldn't expect them to, to deal with it in the same way as the brand does itself.

Interviewer:

And then what kind of different emotions that arise for you through a firsthand experience versus a second hand experience?

Respondent:

Firsthand is more luxury than the second hand. The vintage shopping experience doesn't feel like luxury in the same way. You can't feel necessarily the price that everything has because it's all a bit more messy and the vintage section.

The second hand experience, more of a treasure hunt feeling so it feels like you're doing something special. It feels like you're looking for something that can change your whole wardrobe and it's gonna be something special that nobody else is. Nobody else have. But when you do it firsthand, You can other people who have the same.

Interviewer:

Okay, so when comparing first and second and luxury brands, how does it differ in appealing to your senses? Speaking of sight and smell and touch etc.

Respondent:

I guess the secondhand items have a bit more, you know, they can have a thread loose and the smell is different because it has a certain old, vintage old lady smell that the firsthand items don't have.

But all in all, I would say that you can still you can still sense the quality and all the items and sometimes it even feels more like quality because you know, it's survived all these years. So I wouldn't put it below the first hand items at all.

Interviewer:

Does the second hand versus first and luxury brands evoke different emotions and feelings?

Respondent:

Yeah, sometimes, I guess it depends on the item and the store, but it has a different feel to it, you can feel that it's been used, it's been washed. It's been it's been handed down in generation sometimes. And of course that has a different feel to something that just came from the factory and looks totally fresh.

Interviewer:

And when buying second hand versus first hand luxury, does it make you act differently or participate in different in a different way in activities?

Respondent:

Yeah, when you buy something secondhand, it feels more unique than when you buy a first hand and you don't feel like you would get the same kind of service afterwards. So I would definitely be more careful with something secondhand just because if I lose it, I'll never find something similar again. And if I break something

firsthand, I can always save up some money and buy it again, if it's available. But of course, I'll be careful with that as well.

Interviewer:

And second versus first and luxury brands does it make you think or reflect in a different way?

Respondent:

Think both makes me reflect on consumerism. But secondhand makes me feel better because I haven't encouraged in the making of new clothes and producing new items because we don't necessarily need that much more clothes in the world. We could just reuse what we have. So I guess it makes me feel a bit better to buy a second hand. Although it feels easier to do it firsthand, sometimes.

Interviewer:

A then like To sum it up. What kind of differences do you experience with the brand when you purchase? Like if you had the same kind of brand, not maybe not the same product, but if you buy a brand, first time versus secondhand, what kind of differences do you experience?

Respondent:

The in store experience would be different. And also as I mentioned before, if I break it or if it is already broken, then I wouldn't be able to get it back or get it refunded if it was a secondhand item, but firsthand. You would expect this Service after hand.

Interviewer:

Do you feel something happens to the brand when you buy it secondhand?

Respondent:

It has some more charm to it when I buy it secondhand. And it's, it's, as I said it, I don't see anybody else wearing it. And I won't expect anybody else to show up with the same and it makes me feel unique and stylish, and they can instantly up the game of an outfit. You don't feel you could get that with the firsthand brand, Not the uniqueness necessarily. I mean, it's more unique than buying something cheap, that's mass produced, but there's different levels of uniqueness. So buying it secondhand is would probably be more unique. And then luxury firsthand is also unique but not as unique.

Interviewer:

And lastly, like what do you feel about people buying the same luxury brands that you purchase firsthand? secondhand?

Interviewer:

Totally fine. I think it's a good thing. And it's not necessarily the same item. And I would encourage people to do it, it doesn't tear down my perception of the firsthand at all. Maybe it even heightens it. Just because it means that it's it will still be cool in 10 years, it will still be something that we value. And it keeps its value through time.

Interviewer:

Lovely. Thank you so much for your participation.

Coding of Interview B

Themes	Questions	Codes
Luxury general	<p>What is luxury apparel for you?</p> <p>Hm, for me it is clothing, accessories and shoes above a certain price point and reputation. Especially the reputation part.</p>	<p>Luxury-General</p> <p>Luxury-Reputation Luxury-Price</p>
Luxury General	<p>How often/When do you purchase luxury brands (both second-hand and first-hand)?</p> <p>Well when I feel like treating myself. It's like a gift for yourself that you can justify because you've earned it in some way. Accomplished something special or you've been invited to a rare event.</p>	<p>Luxury-General</p> <p>Luxury-feeling-special Luxury-special-event</p>
Luxury General	<p>What kind of luxury goods have you purchased?</p> <p>Sweaters, pants, shirts, purses</p>	<p>Luxury-General</p> <p>Luxury-apparel</p>
Luxury General	<p>Do you purchase any luxury apparel brands (both second-hand and first-hand)?</p> <p>Yes, not excessively, but some.</p>	Luxury-General
Luxury General	<p>Tell me about some, (1-3) luxury brands you buy/have bought?</p> <p>Yes, hmm Stone Island, Nanushka, Tom Wood, Chanel</p>	<p>Luxury-General</p> <p>Luxury-Brands</p>
In general: Second-hand luxury brands	<p>Do you purchase any luxury brands second-hand? Why/ Why not?</p> <p>Yes, and yeah I like feeling unique and finding rare pieces to compliment my style. I love finding items that I won't see the girl next door wearing too.</p>	<p>SH-Luxury</p> <p>SH-Luxury-Uniqueness SH-Luxury-Rare-items</p>
In general: Second-hand luxury brands	<p>Tell me about some luxury brands you have purchased second-hand?</p> <p>I purchased a pair of vintage sunglasses from Chanel. I prefer the classic luxury brands like Chanel, Dior, Prada etc., because the vintage pieces are so timeless and instantly adds class to the outfit.</p>	<p>SH-Luxury</p> <p>SH-Luxury-Brands SH-Luxury-timeless</p>
In general: Second-hand luxury brands	<p>Where do you normally buy second-hand luxury brands?</p> <p>a. Online, in-store?</p> <p>Mostly in-store because I also enjoy the browsing, and fabrics can feel and look so different in real compared to in pictures.</p>	<p>SH-Luxury</p> <p>SH-Luxury-Offline SH-Luxury-offline-browsing</p>

In general: Second-hand luxury brands	<p>When purchasing second-hand luxury, where/how do you find inspiration?</p> <p>Celebrities are always a good inspiration, but you never find specifically the same – which is also the charm about it.</p>	<p>SH-Luxury</p> <p>SH-Luxury-Inspiration</p> <p>SH-Luxury-Insp-Celebrities</p> <p>SH-Luxury-Uniqueness</p>
Customer Journey: Second-hand luxury brands	<p>Where does it begin? Where do you get the motivation from? Where does your search begin?</p> <p>It usually starts on social media and Instagram, being inspired by influencers and celebrities.</p>	<p>SH-C.Journey</p> <p>SH-C.Journey-Motivation</p> <p>SH-C.Journey-Instagram</p> <p>SH-C.Journey-SoMe</p>
Customer Journey: Second-hand luxury brands	<p>Tell us about the overall experience across the entire customer journey? How do you experience it?</p> <ul style="list-style-type: none"> · Did it match your expectations? · What emotions arise through this experience? <p>I guess it depends a bit on the in-store experience and of course, if I have any luck at all. There's definitely a bit of annoyance if you can't find anything, and especially if there's something special you're looking for. On the other hand, if you do find something cool, it feels like you've found the treasure at the end of the rainbow. I also find a lot of pleasure in the treasure-hunt itself, and I know what I'm coming to, because I've done it so many times.</p>	<p>SH-C.Journey</p> <p>SH-C.Journey-Expectation</p> <p>SH-C.Journey-Emotion</p> <p>SH-C.Journey-Experience</p> <p>SH-C.Journey-instore</p> <p>SH-C.Journey-treasure</p> <p>SH-C.Journey-treasure-hunt</p>
Brand Experience: Second-hand luxury brands	<p>In the next section we are going to ask you to reflect on one luxury brand you have bought second-hand.</p> <p>Tell me about one luxury brand you have bought second-hand?</p> <p>Okay, then I think we can talk about the vintage sunglasses I have bought from Chanel.</p>	<p>SH-Brand.Ex</p> <p>SH-Luxury-Brands</p>

Brand-Experience: Second-hand - Sensory dimension	<p>How does the luxury brand appeal to your senses (sight, hearing, touch, smell, and taste)?</p> <p>The brand itself is of heavy quality, which has a certain feel to it. In my opinion, this doesn't change when I buy it secondhand. There's some factors added though, like a vintage-smell and a more retro look, because it's from older collections.</p>	SH-Brand.Ex SH-Brand.Ex-Sense SH-Brand.Ex-Sense-Quality SH-Brand.Ex-Sense-smell
Brand-Experience: Second-hand - Affective dimension	<p>Does this luxury brand evoke any specific feelings and emotions? a. If yes, which feelings and emotions does it evoke?</p> <p>You feel special, wealthy and noticeable when wearing something that is obviously from this brand, such as the visible logo. But you feel good, even if the logo does not show, just because you know it yourself. It's like wearing sexy underwear and nobody knows, it's your secret.</p>	SH-Brand.Ex SH-Brand.Ex-Affect SH-Brand.Ex-Affect-special SH-Brand.Ex-Aff-ric SH-Brand.Ex-Aff-good SH-Brand.Ex-Aff-log
Brand-Experience: Second-hand - Behavioral dimension	<p>Does this luxury brand make you act in a certain way/participate in any specific actions? Explain a. If yes, how?</p> <p>Yes I think it makes you stand up a bit taller, chin up, with confidence</p>	SH-Brand.Ex SH-Brand.Ex-Behavioral SH-Brand.Ex-Behavioral-Confidence
Brand-Experience: Second-hand - Intellectual dimension	<p>Does this luxury brand make you reflect/think about anything specific? a. If yes, how?</p> <p>The luxury brand itself doesn't make necessarily make me think more/less about anything. However, going to all these vintage shops definitely makes you contemplate on consumerism in general. I'd rather buy one pair of luxury sunglasses, than three pairs of half cheap sunglasses.</p>	SH-Brand.Ex SH-Brand.Ex-Intellectual SH-Brand.Ex-Intellect-consumerism

In general: First-hand luxury brands	<p>Do you purchase any luxury brands first-hand? a. Why, why not?</p> <p>Yes, and well it's quality. I do it because I would rather buy something expensive that lasts longer and has better quality and is made more responsibly than buying three cheap items. That will just last a year and then I'll have to exchange them with something else.</p>	<p>FH-Luxury</p> <p>FH-Luxury-Quality</p> <p>FH-Luxury-Price</p> <p>FH-Luxury-long-lifetime</p>
In general: First-hand luxury brands	<p>Tell me about some luxury brands you have purchased first-hand?</p> <p>I have purchased Stone Island and Tom Wood to mention a few. Yes. And Nanushka.</p>	<p>FH-Luxury</p> <p>FH-Luxury.Brands</p>
In general: First-hand luxury brands	<p>Where do you normally buy first-hand luxury brands? a. Online, in-store?</p> <p>Usually, I like to buy in store just because when it's about a certain amount of money, it feels nice to know how it looks on your body and you know, be sure that it's the right kind of item for you. But I don't mind buying it online either.</p>	<p>FH-Luxury</p> <p>FH-Luxury-Online</p> <p>FH-Luxury-Offline</p> <p>FH-Luxury-Safety</p>
In general: First-hand luxury brands	<p>When purchasing first-hand luxury, where/how do you find inspiration?</p> <p>Usually I just browse through Instagram. And when it comes to firsthand luxury, it's actually pretty easy to find inspiration. It's what all the influencers wear so you can go in and buy the same which is harder when it comes to secondhand</p>	<p>FH-Luxury</p> <p>FH-Luxury-Inspiration</p> <p>FH-Luxury-Inspiration-Instagram</p> <p>FH-Luxury-Inspiration-Influencer</p>
Customer Journey: First-hand luxury brands	<p>Can you explain your customer journey when you buy first-hand luxury? From to beginning to end.</p> <p>Usually, I see sometimes some type of influencer on Instagram that has a certain outfit, and then you know, they're legally supposed to tag who it is. And then you can go in and see what brand it is. And then you check out the brand, you read a bit about them, maybe see through what kind of other clothes they have. And then if I know that this brand is in a store, reasonably close to me, I'll go. I'll go over there and try it on, see how it looks. And then I'll buy it. If not, I'll try to buy it online. If the terms are reasonable, and I can ship it back without costs.</p>	<p>FH-C.Journey</p> <p>FH-C.Journey-Instagram</p> <p>FH-C.Journey-Influencer</p> <p>FH-C.Journey-brand</p> <p>FH-C.Journey-instore</p> <p>FH-C.Journey-research</p>

Customer Journey: First-hand luxury brands	<p>Tell us about the overall experience across the entire customer journey? How do you experience it?</p> <ul style="list-style-type: none"> • Did it match your expectations? • What emotions arise through this experience? <p>I mean, it also depends on who's in the store and how they're treating you but usually I'm pretty satisfied and you feel I guess you feel a bit wealthy maybe a bit more rich than you actually are and a bit cooler then you actually are and fulfill some kind of sick need to feel cool.</p>	<p>FH-C.Journey</p> <p>FH-C.Journey-expectations</p> <p>FH-C.Journey-emotions</p> <p>FH-C.Journey-emotions-satisfied</p> <p>FH-C.Journey-emotions-wealthy</p> <p>FH-C.Journey-emotions-cool</p>
Brand Experience: First-hand luxury brands	<p>In the next section we are going to ask you to reflect on one luxury brand you have bought first-hand.</p> <p>Tell me about one luxury brand you have bought first-hand?</p> <p>Yeah, I bought a pant and shirt set from Nanushka.</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Brands</p>
Brand Experience: First-hand - Sensory dimension	<p>How does the luxury brand appeal to your senses (sight, hearing, touch, smell, and taste)?</p> <p>If I compare it to the more reasonably priced stuff I have, it feels heavier, it feels it feels, you know, like better quality. It also has a certain smell to it. of hard to explain but a unique, rich luxurious smell. Also, I guess because you think it's think it has it is the mental thing. And it usually lives up to the expectation as well.</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Sense</p> <p>FH-Brand.Ex-Sense-Heavy</p> <p>FH-Brand.Ex-Sense-Quality</p> <p>FH-Brand.Ex-Sense-luxurious.smell</p> <p>FH-Brand.Ex-Sense-high.exceptions</p>

Brand-Experience: First-hand - Behavioral dimension	<p>Does this luxury brand make you act in a certain way/participate in any specific actions? Explain</p> <p>a. If yes, how?</p> <p>Maybe I go out a bit more because I want to show it off. Actually I want to show off my new outfit. Like I guess I'm a bit more careful with my high end clothes than I am with some cheap stuff naturally. Don't let my boyfriend touch it. And I wash it differently. Yeah.</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Behavioral</p> <p>FH-Brand.Ex-Behavioral-go.out</p> <p>FH-Brand.Ex-Behavioral-show.off</p> <p>FH-Brand.Ex-Behavioral-careful</p>
Brand-Experience: First-hand - Intellectual dimension	<p>Does this luxury brand make you reflect/think about anything specific?</p> <p>a. If yes, how?</p> <p>I wouldn't say the brand. Specifically makes me think about anything other than I guess reflecting on consumerism. Just because it's a choice I make to buy more expensive clothes rather than the cheap ones because it's more responsible towards the planet and you know, working environments when it's made and all those things.</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Intellectual</p> <p>FH-Brand.Ex-Intellectual-consumerism</p> <p>FH-Brand.Ex-Intellectual-sustainability</p>

Comparison: Differences between first-hand and second-hand: Customer Journey	<p>How does the customer journey differ when purchasing second-hand vs. first-hand (from your perspective)?</p> <p>I think the most prominent difference is that the vintage shopping fills, or second hand feels more like a treasure hunt, you're doing something special, you're finding something special, it's unique items, there's only one of each and you know that you won't pass by anybody with the same item on the street. So the process is also more charming in a way because you know, that is unique items that you're looking at. And at the same time, it can also be a bit frustrating because you don't know what you'll find. So maybe you won't find anything, maybe you have some certain ideas in your head of what you want. But you can never be sure to find exactly, or something similar even. And also you find stuff and it's not your size. And there's a lot of things that also makes it harder when it's just one item of each. But that's also you know, the charm of it.</p> <p>It is a more appealing day activity to go vintage shopping, but it's safer to buy it firsthand, because you know what you're getting and you know, you know where it is, you know, they have the sizes, and you know, if it breaks, you can come back and they'll fix it.</p>	<p>FH.vs.SH- Compare</p> <p>FH.vs.SH- Compare-CJ</p> <p>FH.vs.SH- Compare-CJ-SH- treasurehunt</p> <p>FH.vs.SH- Compare-CJ-SH- uniqueness</p> <p>FH.vs.SH- Compare-CJ- rare-items</p> <p>FH.vs.SH- Compare-CJ-SH- uncertainty</p> <p>FH.vs.SH- Compare-CJ-SH- frustrating</p> <p>FH.vs.SH- Compare-CJ-SH- charm</p> <p>FH.vs.SH- Compare-CJ-SH- activity</p> <p>FH.vs.SH- Compare-CJ-FH- certainty</p>
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<p>Comparison: Differences between first-hand and second-hand - Customer journey</p>	<p>How does the overall experience across the entire customer journey differ?</p> <ul style="list-style-type: none"> - Do you have different expectations for the journey when purchasing first-hand luxury vs. second-hand luxury? - What different emotions arise through the experience first-hand vs. second-hand? <p>I guess I expect a bit of a better service when it's firsthand. And also in the aftermath, I expect to be treated with a certain openness, if it breaks or if there's something wrong with the item. And I wouldn't expect the same if it's secondhand. Just because you know that it's old and you know, the age of it. And the vintage shop is just a supplier. So it's not that it's not the brand itself. So you wouldn't expect them to, to deal with it in the same way as the brand does itself.</p> <p>Firsthand is more luxury than the second hand. The vintage shopping experience doesn't feel like luxury in the same way. You can't feel necessarily the price that everything has because it's all a bit more messy and the vintage section.</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-CJ-Expect</p> <p>FH.vs.SH-Compare-CJ-Emotions</p> <p>FH.vs.SH-Compare-CJ-Expect-FH-service</p> <p>FH.vs.SH-Compare-CJ-Emotions-FH-luxury</p> <p>FH.vs.SH-Compare-CJ-Emotions-SH-messy</p>
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Comparison: Differences between first-hand and second-hand - Sensory	<p>When comparing first-hand and second-hand luxury brands, how does it differ in appealing to your senses?</p> <p>I guess the secondhand items have a bit more, you know, they can have a thread loose and the smell is different because it has a certain old, vintage old lady smell that the firsthand items don't have.</p> <p>But all in all, I would say that you can still you can still sense the quality and all the items and sometimes it even feels more like quality because you know, it's survived all these years. So I wouldn't put it below the first hand items at all.</p> <p>I guess it depends on the item and the store, but it has a different feel to it, you can feel that it's been used, it's been washed. It's been it's been handed down in generation sometimes. And of course that has a different feel to something that just came from the factory and looks totally fresh</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-Brand.Ex</p> <p>FH.vs.SH-Brand.Ex-Sensory</p> <p>FH.vs.SH-Brand.Ex-Sensory-SH-smell</p> <p>FH.vs.SH-Brand.Ex-Sens-SH-quality</p> <p>FH.vs.SH-Brand.Ex-Sens.</p> <p>FH.vs.SH-Brand.Ex-Sens-no.difference</p> <p>FH.vs.SH-Brand.Ex-Sens-SH-used</p>
Comparison: Differences between first-hand and second-hand - Affective	<p>Does second-hand vs. first-hand luxury brands evoke different emotions and feelings?</p> <p>No, I think I would be as happy and proud of both. Even maybe more proud of the vintage purchase as it is so special, hard to find and hard to copy. That would increase the level of uniqueness and make me feel maybe a bit more special.</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Brand.Ex-Affective</p> <p>FH.vs.SH-Brand.Ex-Affect-SH-special</p> <p>FH.vs.SH-Brand.Ex-Affect-SH-uniqueness</p> <p>FH.vs.SH-Brand.Ex-Affective-no.difference</p>

Comparison: Differences between first-hand and second-hand - Behavioral	Behavioral: Differences Yeah, when you buy something secondhand, it feels more unique than when you buy a first hand and you don't feel like you would get the same kind of service afterwards. So I would definitely be more careful with something secondhand just because if I lose it, I'll never find something similar again. And if I break something firsthand, I can always save up some money and buy it again, if it's available. But of course, I'll be careful with that as well.	FH.vs.SH-Compare FH.vs.SH-Brand.Ex-Behavioral FH.vs.SH-Brand.Ex-Behavioral-SH-careful
Comparison: Differences between first-hand and second-hand - Intellectual	Intellectual: Differences Think both makes me makes me reflect on consumerism. But secondhand makes me feel better because I haven't encouraged in the making of new clothes and producing new items because we don't necessarily need that much more clothes in the world. We could just reuse what we have. So I guess it makes me feel a bit better to buy a second hand. Although it feels easier to do it firsthand, sometimes.	FH.vs.SH-Compare FH.vs.SH-Brand.Ex-Intelle FH.vs.SH-Brand.Ex-Intelle-consumerism FH.vs.SH-Brand.Ex-Intellectual-SH-feel.good FH.vs.SH-Brand.Ex-Intellectual-FH-easier
Comparison: Differences between first-hand and second-hand	Do you experience any differences with the brand when purchasing first-hand luxury vs. second-hand luxury? The in store experience would be different. And also as I mentioned before, if I break it or if it is already broken, then I wouldn't be able to get it back or get it refunded if it was a secondhand item, but firsthand. You would expect this Service after hand.	FH.vs.SH-Compare FH.vs.SH-Compare-Brand.Ex FH.vs.SH-Compare-Brand.Ex-instore FH.vs.SH-Compare-Brand.Ex-FH-service

Comparison: Differences between first-hand and second-hand	<p>Do you feel something happens to the brand when you buy it second-hand vs. first-hand?</p> <p>It has some more charm to it when I buy it secondhand. And it's, it's, as I said it, I don't see anybody else wearing it. And I won't expect anybody else to show up with the same and it makes me feel unique and stylish, and they can instantly up the game of an outfit. You don't feel you could get that with the firsthand brand, Not the uniqueness necessarily. I mean, it's more unique than buying something cheap, that's mass produced, but there's different levels of uniqueness. So buying it secondhand would probably be more unique. And then luxury firsthand is also unique but not as unique.</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-Brand.Ex</p> <p>FH.vs.SH-Compare-Brand.Ex</p> <p>FH.vs.SH-Compare-Brand.Ex-SH-charm</p> <p>FH.vs.SH-Compare-Brand.Ex-SH-uniqueness</p> <p>FH.vs.SH-Compare-Brand.Ex-SH-special</p> <p>FH.vs.SH-Compare-Brand.Ex-uniqueness</p>
Comparison: Differences between first-hand and second-hand	<p>What do you feel about people buying the same luxury brands that you purchase first-hand, second-hand?</p> <p>Totally fine. I think it's a good thing. And it's not necessarily the same item. And I would encourage people to do it, it doesn't tear down my perception of the firsthand at all. Maybe it even heightens it. Just because it means that it's it will still be cool in 10 years, it will still be something that we value. And it keeps its value through time.</p>	<p>Attitude-towards-SH</p> <p>Attitude-towards-SH-positive</p> <p>Attitude-towards-SH-comes.back</p> <p>Attitude-towards-SH-value</p>

Appendix 5

Interview C - Transcribed and Coded version of Interview

Interviewer: 0:07

Is it okay if we I record the interview and reflect on it in my master thesis? And if there's any questions you don't want to respond to just let me know.

Respondent: 0:19

That's fine. Yeah.

Interviewer: 0:25

The topic is luxury brands, both secondhand and firsthand where I would like to know more about your experience with secondhand luxury. And to clarify when talking about secondhand, both secondhand and vintage is included.

Okay. So firstly, can you tell me your name, age and nationality and what you do for a living?

Respondent: 0:39

Yeah. So, my name is Josefine Anderson. I'm 25 years old. And I'm half Danish, half Swedish, but I'm born and raised in Copenhagen, Denmark. I study a bachelor in Business Administration and sociology at Copenhagen Business School. And I'm currently on my sixth and final semester. So I'm in the process of writing my bachelor thesis. And besides that, I work part time as a project manager for a consultancy agency called VIXX group where I work approximately 15 hours a week.

Interviewer: 1:25

Yeah, good. Okay, then we're going to start with some general questions.
What is luxury apparel for you?

Respondent: 1:42

Like brands or just like a specific type of clothing?

Interviewer: 1:45

Just anything you can think of when you think about luxury clothes and accessories, or just Yeah, what luxury is for you.

Respondent: 1:50

So I would say for me, luxury appeal is good quality. Very good quality and that you can you can wash without it, like destroying the fabric or without, like, if you buy a really soft sweater and then you wash it one time and then it's no longer soft. So you can do that with luxury brands. So yeah, quality I would say is the main thing. When I think about luxury.

Interviewer: 2:29

Good, do you purchase any luxury brands both secondhand and firsthand?

Respondent: 2:34

Yes, yes.

Interviewer: 2:35

How often? Or when do you purchase luxury brands?

Respondent: 2:40

It very much depends on my salary. But to be honest, I'm not the biggest consumer shopper like every now and then I do purchase but I would say or I shop clothing but um I would say ever since I became a student is much less than it was before when I was working full time. And during the last two years, I have been mostly purchasing secondhand which I usually buy at stores here at the street I live or online. Mostly in physical stores.

Interviewer: 3:25

So okay. And then what kind of luxury goods items have you purchased?

Respondent: 3:34

I purchased all kinds of, both accessories but also clothing. I will say I guess. I spend most money on like accessories, so shoes or bags, but I also have some pieces of clothing that are more luxury and high end brands.

Interviewer: 4:15

Can you tell me some 1 to 3 luxury brands you have bought or you buy?

Respondent: 4:22

Yeah, I buy, I don't know. Like I would say it's a luxury brand because it's really good quality and it stays nice fit and shape even after wearing it and washed it a lot but it's not like it's crazy expensive. Yeah, but I really like Lovechild. I buy a lot of that secondhand. And I also like, Ganni a lot, and which I mostly buy new actually. And also mostly accessories or No, that's not true. I bought a pair of Ganni boots not that long ago secondhand. Yep. Because you couldn't get them in the stores anymore. And then I found them online. Yeah. And then yeah, so Ganni, Lovechild, and then I also really like Louis Vuitton, which I don't purchase that often. But I would say it's a brand that I have the most of in my closet.

Interviewer: 5:45

Yeah. Okay. And then we're going to talk about secondhand luxury brands. Do you purchase a luxury brands secondhand? And I know that, so why do you purchase anything?

Respondent: 6:06

Mostly because of the price. But also because I feel like you get such a good deal with luxury brands secondhand, because, yes, a reduction of the price. But most often, at least in my experience that when you when you go and buy, like a nice shirt at a vintage store or a secondhand store, they don't sell anything that's like damaged or ruined, or that is super, super old. Like they usually only take in clothes that are still in the good conditions that you can wear and buy.

Interviewer: 6:41

And then can you name some luxury brands you have purchased secondhand?

Respondent: 6:48

Ganni, Lovechild, Dior and Tommy Hilfiger. Yeah, I think that's what I can think of right now.

Interviewer: 7:18

Where do you normally buy secondhand luxury brands?

Respondent: 7:22

In stores, because I live in an area where they're like, on my street where I live, there are three secondhand stores, which are like luxury, or Yeah, luxury secondhand stores. So not like the Red Cross or community helping with things.

Respondent: 7:38

So I usually purchased them in the stores with them, or in the stores, but I purchased them because I've seen something online and I was like, I follow their Instagram. And then you know, they post pictures every time they get something in something new in and then sometimes I see something that I really like, or like save it, and then I go down and purchase it.

Interviewer: 7:58

Perfect. My next question is where wherever you find inspiration.

Respondent: 8:06

Yes, Social media. Definitely. Like I would say when going out aswell. You just haven't really been going out the last year. So social media.

Interviewer: 8:17

And then next, we're going to talk about customer journey. So if you can, like, reflect on or choose one of the products and brands you have purchased secondhand, and then explain your customer journey from the beginning to an end.

Respondent: 8:32

Okay, yeah, so I'll take the example of some boots. I think I bought them the beginning of fall. And it was because I went to a secondhand store on the street I live, it's luxury secondhand store. And then I went up there and I saw these boots from Ganni. And then I tried them on. But then I was like, Yeah, they were super nice. But the color of the boots was not I didn't feel like it was me. But the model itself, I really liked. So then I looked at trends sales, which is yes, purchasing, buy used things online platform. And then I found the color that I wanted and my size. So I texted the owner, if I could buy them. Yeah. And then she said yes, of course. And I already knew that I would get them because I tried a pair in the store just in a different color. And then I found out she lived at Amager so instead of her sending them to me, I asked if I could just come and pick them up my bike so I biked to Amager. Then I tried them on once in her apartment, and then I bought them. And then I went home. And we've been very happy ever since.

Interviewer: 10:07

Perfect. Yep. And so, overall, this experience, did you feel like your secondhand luxury brand journey that you had now? Did it match your expectations? Or did you have any special emotions or feelings that you got during this experience?

Respondent: 10:27

No, I think it really like I mean, I usually buy secondhand in the stores. So this is strange, you know, like in a private setting. Yeah, that was a little bit weird and unusual for me. That was the first time I've ever done that. But I did it because I really wanted the boots. And so it was completely fine. That was a new experience. Because Yeah, I usually buy in the stores.

Interviewer: 10:54

Yeah. Nice. And in the next section, we're gonna just reflect a little bit on the brand that you bought, which is Ganni, right? So how does this luxury brand appeal or the product that you bought appeal to your senses, meaning your sight, your hearing your touch the smell?

Respondent: 11:15

Well, so the boots, they are like light blue? In a very, very pretty blue. So they're very colorful. So when you like for instance, if I wear a black outfit, and I wear the boots, then that will be the first thing that you will notice.

Like it catches your sight. Yeah. They are leather. So really good quality. So when I feel them, that's also nice. Yeah. And what else for my senses? They don't smell if anything in particular, but I think that's maybe also because they were used beforehand. So you know, the new leather smell has faded.

Interviewer: 11:58

And then, if this brand might have any specific feelings and emotions for you, and if yes, which ones?

Respondent: 12:07

Well, yeah, because I actually bought them when I was starting my new job. And I wore them at my first day of work. Yeah. So I kind of associate them with something new. Or like starting, like I started a new job. And I was wearing them for the entire first week, because I really liked them. Yeah, I still wear them a lot. In this context, I think about like, Yeah, I was starting my new job. Everything was exciting.

Interviewer: 12:43

Then the next one is if this luxury brand item make you act in a certain way or participate in any specific actions.

Unknown Speaker 12:56

No, but I do feel very chic when I wear them. Like, I feel like I have such nice boots. Because, I mean, they are super nice, but also because of the color I think because usually I just wear shoes that are like white or black or brown very neutral colors and these are like light blue. So when I wear them I feel I guess I would say I feel a little bit extra confident because I think they're super cool.

Interviewer: 13:24

Okay, then we're gonna swap over to firsthand luxury brands. Yeah. So do you purchase any luxury brands firsthand? I know that so, why?

Respondent: 13:38

Well I do it up because I mean I don't do it so often anymore because I'm a student I can't really afford it but I mean every now and then it's really nice to just save up to something that you really want and then go into the store and have this whole experience with going into store getting to help and purchasing and getting the nice bag and getting it wrapped in so you can go home and wrap it out again. Yeah, so I would say I purchase it for the experience but I purchase only stuff that I really wanted that I've been thinking about buying for a long time.

Interviewer: 14:10

Can you tell me about some luxury brands you have purchased firsthand?

Respondent: 14:15

So yeah, I purchased a Balenciaga bag and I purchased a Gucci bag. Yeah, and then purchased a Ganni jacket, and I purchase acne boots, and Louboutin stilettos.

Interviewer: 15:04

Where do you normally buy firsthand brands, online or in store?

Respondent 15:07

In store, But I usually buy luxury brands when I'm out traveling.

Interviewer: 15:13

And when you purchase that luxury, where or how do you find inspiration?

Respondent: 15:20

Well, I would say I find inspiration from my friends, but also on a lot of social media, also TV series. But then again, I buy firsthand luxury brands quite a while after I've seen the product the first time. So yeah.

Interviewer: 15:46

That's good. And then we're going to go through the customer journey again. So if you can choose one of the first hand luxury brands, and explain your customer journey, either if it's online or in store or whatever

Respondent: 15:59

yeah. Okay. So I bought a pair of Louboutin stilettos, almost, I think it's four years ago. And I bought them because my friend, a childhood friend of mine, she was getting married. So I bought it for her wedding. And I was a bridesmaid. Yeah, so I bought them for like the wedding and the party. And I bought those with my friend in the store that was held in Copenhagen. And so it's quite some years ago, but I remember that I had those were like my first pair of luxury brand shoes that I purchased myself. Yeah. And new as well. So I went into the store at the time. And I was with my friend and I tried them on. And I also got like this I got like a card so that they can change my soles when they get to damage. So they were like, you just come in here and then they would send them to Paris to change them. Hmm, yeah. So I got really nice service and it was super nice. And I got a really big bag brown bag and I was carrying it all around the city. And we would go have lunch afterwards like celebrating my shoes. Yeah,

Interviewer: 17:15

Yeah, that's nice. Okay, so overall, did you feel like this firsthand luxury customer journey matched your expectations or And did it arise any specific emotions and feelings?

Respondent: 17:29

I was definitely excited, and it definitely matched my expectations definitely. And I was very surprised about the service about changing the soles when they get to damaged. And I think why I was very excited was obviously I bought them for a wedding. So for an event, but also because I think I watched a lot of Sex in the City. And I mean, the show is all about shoes. And for me, that was my first pair of like designer heels like stilettos. So I was super excited. I'm very happy.

Interviewer: 18:06

And then a little bit more about the brand. How does the this luxury brand item appeal to your senses? sight hearing touch smell?

Respondent: 18:22

So I would say to my eyes, they are appealing. But then again, they're also very basic. It's just black stilettos, but then with the red sole thing, so I don't see that so much. So I guess it doesn't have a big effect on my sight as my blue boots. Since I purchased them new they smell really good. Because this new leather smell was really nice. And also the touch of if you could feel that it hadn't been used at all but after I've been wearing them twice you could start to feel like the leather getting a little bit more soft. Yeah,

Interviewer: 18:58

Yeah, good. Does this luxury brand evoke any specific feelings and emotions and which ones?

Respondent: 19:08

Yeah, so again, just like with the Ganni boots that I bought for work, I bought these shoes because my friend was getting married and which was like my first wedding. So when I think about them it's like happy memories. And I am like, to be honest, I haven't worn them that much. So I felt like the value like what I paid for them, I

haven't used them enough for the value of it, but I still have them and I don't think I will ever sell them just because they were my first pair of designer heels. Yeah, they hold a special place in my heart, even though they live in the closet.

Interviewer: 20:07

Okay, so does these shoes or this brand and make you act in a certain way or participate in any specific actions?

Respondent: 20:18

Well, yeah, I must admit them when I'm wearing them, which is not often, especially not because of COVID. Um, yeah, so I've only been wearing them for like private events, because I remember when I bought them that the the sales guy, he was like, this is a taxi shoe. So you can't wear them if you go out, you know, like a night out. So I haven't worn them that much, but when I have, I do always hope that people will notice that I'm wearing them and that the sole is red, because you know, it is a brand effect. So um, so I do feel like that I hope that people notice, which was important

Interviewer: 21:02

And then the last part, we're going to do a comparison of your experience with the firsthand and secondhand. Yeah.

So if you think about the two different customer journeys, you have now explained, how would you say it differs from your perspective? Like second versus first hand?

Respondent: 21:20

I wouldn't say I have a more positive experience with either one. No, but I feel like I remember my purchase that I've done firsthand more. So I feel like I like for me buying some things secondhand, like a shirt or something. It's not that big of a deal. But go in and buy shoes firsthand is more special.

Interviewer: 22:08

Did you feel like you had different expectations for the first hand? For your customer journey than the second hand?

Respondent: 22:17

Yes, definitely. I have much higher expectations. Yeah, like much higher. I mean, I also this thing about getting the soles sent to France and fixed, like that I did not know or expect but I did expect like a high service. I know that when I go into my local secondhand store and buy a T shirt from whatever, this doesn't happen. Yeah, so much higher expectations. And the different emotions that are arose through the two different customer journeys. Yeah, definitely, Because when I bought those Ganni boots secondhand, it was weird because I was going to somebody's private home, picking up a pair of boots. But when I bought the stilettos it was something special and an experience. We were like pretending that we were in New York, you know, being girls from the sex and the city. So definitely two different experiences. I would say. I'm just as happy about my Ganni boots, but I didn't feel as excited. The excitement as I did when I bought the Louboutin's.

Interviewer: 23:31

Do you feel this firsthand and the second hand differ in appealing to your senses?

Respondent: 23:41

Both yes and no, but I think that very much depends on the product. I guess it very much depends on the specific product. Yeah.

Interviewer: 23:59

Makes sense. Yeah. And any different emotions and feelings that differs secondhand versus firsthand when you think about the brands?

Respondent: 24:24

Yeah, well, I think so. When I bought the Louboutins I was only 20 so it's quite some years ago. Yeah. And I think today I wouldn't buy them new, I would if I wanted a pair a specific shoes I think I would try to look for them online and purchase them when I found them secondhand because I think I've worn them like four times max and its shoes for like 5000 kroners. So the value really doesn't come like I don't get the value for my money. So I would definitely purchase secondhand because of the price reduction but also because I feel like It's also a little bit of waste if you buy something super expensive, and then it's just sitting in your closet. Yeah, exactly. So it was,

Interviewer: 25:14

So the last question is, what do you feel about people buying the same luxury brands that you have purchased firsthand, secondhand?

Respondent: 25:30

Um, if it's in the same condition, I would be like, Damn, why didn't I discover that first? So I think I would just be damned if I if I buy a T shirt from, let's say, Balenciaga. And then my friend, she buys this exact same t shirt. But she got she bought it for half the price, because she found it in the in the secondhand store, or she found it on trend sales or something, then I would be a little bit okay, but then why did I put too much money on it if she could just get the same thing and it's basically the same condition. It's just been worn like twice. So I think it would just be like, Damn-

Interviewer: 26:40

Good. That was it.

Coding of Interview C

Themes	Questions	Codes
Luxury general	<p>What is luxury apparel for you?</p> <p>So I would say for me, luxury apparel is good quality. Very good quality and that you can you can wash without it, like destroying the fabric or without, like, if you buy a really soft sweater and then you wash it one time and then it's no longer soft. So you can do that with luxury brands. So yeah, quality I would say is the main thing. When I think about luxury.</p>	<p>Luxury-General</p> <p>Luxury-General-Quality</p>

Luxury General	<p>How often/When do you purchase luxury brands (both second-hand and first-hand)?</p> <p>It very much depends on my salary. But to be honest, I'm not the biggest consumer shopper like every now and then I do purchase but I would say or I shop clothing but um I would say ever since I became a student is much less than it was before when I was working full time. And during the last two years, I have been mostly purchasing secondhand which I usually buy at stores here at the street I live or online. Mostly in physical stores.</p>	<p>Luxury-General</p> <p>Luxury-General-instore</p>
Luxury General	<p>What kind of luxury goods have you purchased?</p> <p>I purchased all kinds of, both accessories but also clothing. I will say I guess. I spend most money on like accessories, so shoes or bags, but I also have some pieces of clothing that are more luxury and high end brands.</p>	<p>Luxury-General</p> <p>Luxury-General-High.end</p>
Luxury General	<p>Do you purchase any luxury apparel brands (both second-hand and first-hand)?</p> <p>Yes, yes.</p>	<p>Luxury-General</p>
Luxury General	<p>Tell me about some, (1-3) luxury brands you buy/have bought?</p> <p>Like I would say it's a luxury brand because it's really good quality and it stays nice fit and shape even after wearing it and washed it a lot but it's not like it's crazy expensive. Yeah, but I really like Lovechild. I buy a lot of that secondhand. And I also like, Ganni a lot, and which I mostly buy new actually. And also mostly accessories or No, that's not true. I bought a pair of Ganni boots not that long ago secondhand. Yep. Because you couldn't get them in the stores anymore. And then I found them online. Yeah. And then yeah, so Ganni, Lovechild, and then I also really like Louis Vuitton, which I don't purchase that often. But I would say it's a brand that I have the most of in my closet.</p>	<p>Luxury-General</p> <p>Luxury-General-Brands</p> <p>Luxury-General-fit</p> <p>Luxury-General-quality</p>

<p>In general: Second-hand luxury brands</p>	<p>Do you purchase any luxury brands second-hand? Why/ Why not?</p> <p>Mostly because of the price. But also because I feel like you get such a good deal with luxury brands secondhand, because, yes, a reduction of the price. But most often, at least in my experience that when you when you go and buy, like a nice shirt at a vintage store or a secondhand store, they don't sell anything that's like damaged or ruined, or that is super, super old. Like they usually only take in clothes that are still in the good conditions that you can wear and buy.</p>	<p>SH-Luxury</p> <p>SH-Luxury-good.condition</p> <p>SH-Luxury-good.deal</p> <p>SH-Luxury-price</p>
<p>In general: Second-hand luxury brands</p>	<p>Tell me about some luxury brands you have purchased second-hand?</p> <p>a. Is it any specific luxury brands you prefer?</p> <p>Ganni, Lovechild, Dior and Tommy Hilfiger. Yeah, I think that's what I can think of right now.</p>	<p>SH-Luxury</p> <p>SH-Luxury-Brands</p>
<p>In general: Second-hand luxury brands</p>	<p>Where do you normally buy second-hand luxury brands?</p> <p>a. Online, in-store?</p> <p>In stores, because I live in an area where they're like, on my street where I live, there are three secondhand stores, which are like luxury, or Yeah, luxury secondhand stores. So not like the Red Cross or community helping with things.</p> <p>So I usually purchased them in the stores with them, or in the stores, but I purchased them because I've seen something online and I was like, I follow their Instagram. And then you know, they post pictures every time they get something in something new in and then sometimes I see something that I really like, or like save it, and then I go down and purchase it.</p>	<p>SH-Luxury</p> <p>SH-Luxury-SH-Offline</p> <p>SH-Luxury-SH-Offline-Social.media</p>

In general: Second-hand luxury brands	When purchasing second-hand luxury, where/how do you find inspiration? Yes, Social media. Definitely. Like I would say when going out aswell. You just haven't really been going out the last year. So social media.	SH-Luxury SH-Luxury-Inspiration SH-Luxury-Inspiration-social.media SH-Luxury-Inspiration-Instagram SH-Luxury-Inspiration-go.out
Customer Journey: Second-hand luxury brands	Can you explain your customer journey when you buy second hand luxury? From to beginning to end. Okay, yeah, so I'll take the example of some boots. I think I bought them the beginning of fall. And it was because I went to a secondhand store on the street I live, it's luxury secondhand store. And then I went up there and I saw these boots from Ganni. And then I tried them on. But then I was like, Yeah, they were super nice. But the color of the boots was not I didn't feel like it was me. But the model itself, I really liked. So then I looked at trends sales, which is yes, purchasing, buy used things online platform. And then I found the color that I wanted and my size. So I texted the owner, if I could buy them. Yeah. And then she said yes, of course. And I already knew that I would get them because I tried a pair in the store just in a different color. And then I found out she lived at Amager so instead of her sending them to me, I asked if I could just come and pick them up my bike so I biked to Amager. Then I tried them on once in her apartment, and then I bought them. And then I went home. And we've been very happy ever since	SH-C.Journey SH-C.Journey-research SH-C.Journey-instore-inspo SH-C.Journey-open.minded SH-C.Journey-selling.app SH-C.Journey-online

Customer Journey: Second-hand luxury brands	<p>Tell us about the overall experience across the entire customer journey? How do you experience it?</p> <ul style="list-style-type: none"> · Did it match your expectations? · What emotions arise through this experience? <p>No, I think it really like I mean, I usually buy secondhand in the stores. So this is strange, you know, like in a private setting. Yeah, that was a little bit weird and unusual for me. That was the first time I've ever done that. But I did it because I really wanted the boots. And so it was completely fine. That was a new experience. Because Yeah, I usually buy in the stores</p>	<p>SH-C.Journey</p> <p>SH-C.Journey-Expectation</p> <p>SH-C.Journey-Expectation-positive.outcome</p> <p>SH-C.Journey-Expectation-different</p>
Brand Experience: Second-hand luxury brands	<p>In the next section we are going to ask you to reflect on one luxury brand you have bought second-hand.</p> <p>Tell me about one luxury brand you have bought second-hand?</p> <p>Ganni Boots</p>	<p>SH-Brand.Ex</p>
Brand-Experience: Second-hand - Sensory dimension	<p>How does the luxury brand appeal to your senses (sight, hearing, touch, smell, and taste)?</p> <p>Well, so the boots, they are like light blue. In a very, very pretty blue. So they're very colorful. So when you like for instance, if I wear a black outfit, and I wear the boots, then that will be the first thing that you will notice. Like it catches your sight. Yeah. They are leather. So really good quality. So when I feel them, that's also nice. Yeah. And what else for my senses? They don't smell if anything in particular, but I think that's maybe also because they were used beforehand. So you know, the new leather smell has faded.</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Sense</p> <p>SH-Brand.Ex-Sense-visual</p> <p>SH-Brand.Ex-Sense-quality</p>

Brand-Experience: Second-hand - Affective dimension	<p>Does this luxury brand evoke any specific feelings and emotions?</p> <p>a. If yes, which feelings and emotions does it evoke?</p> <p>Well, yeah, because I actually bought them when I was starting my new job. And I wore them at my first day of work. Yeah. So I kind of associate them with something new. Or like starting, like I started a new job. And I was wearing them for the entire first week, because I really liked them. Yeah, I still wear them a lot. In this context, I think about like, Yeah, I was starting my new job. Everything was exciting.</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Affect</p> <p>SH-Brand.Ex-Affect-associations</p> <p>SH-Brand.Ex-Affect-memories</p> <p>SH-Brand.Ex-Affect-excitement</p>
Brand-Experience: Second-hand - Behavioral dimension	<p>Does this luxury brand make you act in a certain way/participate in any specific actions? Explain</p> <p>a. If yes, how?</p> <p>No, but I do feel very chic when I wear them. Like, I feel like I have such nice boots. Because, I mean, they are super nice, but also because of the color I think because usually I just wear shoes that are like white or black or brown very neutral colors and these are like light blue. So when I wear them I feel I guess I would say I feel a little bit extra confident because I think they're super cool.</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Behavioral</p> <p>SH-Brand.Ex-Affect-confident</p> <p>SH-Brand.Ex-Behavioral-show.off</p>
Brand-Experience: Second-hand - Intellectual dimension	<p>Does this luxury brand make you reflect/think about anything specific?</p> <p>a. If yes, how?</p> <p>Not that I can think of.</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Intellectual</p>
In general: First-hand luxury brands	<p>Do you purchase any luxury brands first-hand?</p> <p>a. Why, why not?</p> <p>Well I do it up because I mean I don't do it so often anymore because I'm a student I can't really afford it but I mean every now and then it's really nice to just save up to something that you really want and then go into the store and have this whole experience with going into store getting to help and purchasing and getting the nice bag and getting it wrapped in so you can go home and wrap it out again. Yeah, so I would say I purchase it for the experience but I purchase only stuff that I really wanted that I've been thinking about buying for a long time.</p>	<p>FH-Luxury</p> <p>FH-Luxury-saving</p> <p>FH-Luxury-experience</p> <p>FH-Luxury-service</p> <p>FH-Luxury-special.items</p>

In general: First-hand luxury brands	<p>Tell me about some luxury brands you have purchased first-hand?</p> <p>So yeah, I purchased a Balenciaga bag and I purchased a Gucci bag. Yeah, and then purchased a Ganni jacket, and I purchase acne boots, and Louboutin stilettos.</p>	<p>FH-Luxury</p> <p>FH-Luxury.Brands</p>
In general: First-hand luxury brands	<p>Where do you normally buy first-hand luxury brands?</p> <p>a. Online, in-store?</p> <p>In store, But I usually buy luxury brands when I'm out traveling.</p>	<p>FH-Luxury</p> <p>FH-Luxury-Offline</p>
In general: First-hand luxury brands	<p>When purchasing first-hand luxury, where/how do you find inspiration?</p> <p>Well, I would say I find inspiration from my friends, but also on a lot of social media, also TV series. But then again, I buy firsthand luxury brands quite a while after I've seen the product the first time. So yeah.</p>	<p>FH-Luxury</p> <p>FH-Luxury-Inspiration</p> <p>FH-Luxury-Inspiration-friends</p> <p>FH-Luxury-Inspiration-social.media</p> <p>FH-Luxury-Inspiration-Instagram</p>
Customer Journey: First-hand luxury brands	<p>Can you explain your customer journey when you buy first-hand luxury? From to beginning to end.</p> <p>Okay. So I bought a pair of Louboutin stilettos, almost, I think it's four years ago. And I bought them because my friend, a childhood friend of mine, she was getting married. So I bought it for her wedding. And I was a bridesmaid. Yeah, so I bought them for like the wedding and the party. And I bought those with my friend in the store that was held in Copenhagen. And so it's quite some years ago, but I remember that I had those were like my first pair of luxury brand shoes that I purchased myself. Yeah. And new as well. So I went into the store at the time. And I was with my friend and I tried them on. And I also got like this I got like a card so that they can change my soles when they get to damage. So they were like, you just come in here and then they would send them to Paris to change them. Hmm, yeah. So I got really nice service and it was super nice. And I got a really big bag brown bag and I was carrying it all around the city. And we would go have lunch afterwards like celebrating my shoes</p>	<p>FH-C.Journey</p> <p>FH-C.Journey-Motivation-special.occasion</p> <p>FH-C.Journey-instore</p> <p>FH-C.Journey-research</p> <p>FH-C.Journey-service</p> <p>FH-C.Journey-activity</p> <p>FH-C.Journey-special</p> <p>FH-C.Journey-proud</p>

Customer Journey: First-hand luxury brands	<p>Where does it begin? Where do you get the motivation from? Where does your search begin?</p> <p>--</p>	<p>FH-C.Journey</p> <p>FH-C.Journey-Motivation</p>
Brand Experience: First-hand luxury brands	<p>In the next section we are going to ask you to reflect on one luxury brand you have bought first-hand.</p> <p>Tell me about one luxury brand you have bought first-hand?</p> <p>Shoes from Louboutin.</p>	<p>FH-Brand.Ex</p>
Brand Experience: First-hand - Sensory dimension	<p>How does the luxury brand appeal to your senses (sight, hearing, touch, smell, and taste)?</p> <p>So I would say to my eyes, they are appealing. But then again, they're also very basic. It's just black stilettos, but then with the red sole thing, so I don't see that so much. So I guess it doesn't have a big effect on my sight as my blue boots. Since I purchased them new they smell really good. Because this new leather smell was really nice. And also the touch of if you could feel that it hadn't been used at all but after I've been wearing them twice you could start to feel like the letter getting a little bit more soft. Yeah,</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Sense</p> <p>FH-Brand.Ex-Sense-appealing</p> <p>FH-Brand.Ex-Sense-new.smell</p> <p>FH-Brand.Ex-Sense-classic</p> <p>FH-Brand.Ex-Sense-feel.new</p>
Brand-Experience: First-hand - Affective dimension	<p>Does this luxury brand evoke any specific feelings and emotions?</p> <p>a. If yes, which feelings and emotions does it evoke?</p> <p>Yeah, so again, just like with the Ganni boots that I bought for work, I bought these shoes because my friend was getting married and which was like my first wedding. So when I think about them it's like happy memories. And I am like, to be honest, I haven't worn them that much. So I felt like the value like what I paid for them, I haven't used them enough for the value of it, but I still have them and I don't think I will ever sell them just because they were my first pair of designer heels. Yeah, they hold a special place in my heart, even though they live in the closet.</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Affect</p> <p>FH-Brand.Ex-Affect-special.occasion</p> <p>FH-Brand.Ex-Affect-memories</p> <p>FH-Brand.Ex-Affect-special</p>

Brand-Experience: First-hand - Behavioral dimension	<p>Does this luxury brand make you act in a certain way/participate in any specific actions? Explain a. If yes, how?</p> <p>Well, yeah, I must admit them when I'm wearing them, which is not often, especially not because of COVID. Um, yeah, so I've only been wearing them for like private events, because I remember when I bought them that the the sales guy, he was like, this is a taxi shoe. So you can't wear them if you go out, you know, like a night out. So I haven't worn them that much, but when I have, I do always hope that people will notice that I'm wearing them and that the sole is red, because you know, it is a brand effect. So um, so I do feel like that I hope that people notice, which was important</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Behavioral</p> <p>FH-Brand.Ex-Behavioral- proud</p> <p>FH-Brand.Ex-Behavioral-show.off</p> <p>FH-Brand.Ex-Behavioral-confident</p>
Brand-Experience: First-hand - Intellectual dimension	<p>Does this luxury brand make you reflect/think about anything specific? a. If yes, how?</p> <p>---</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Intellectual</p>
Comparison: Differences between first-hand and second-hand: Customer Journey	<p>How does the customer journey differ when purchasing second-hand vs. first-hand (from your perspective)? a. Please explain some specific touchpoints, what differs the most for you?</p> <p>I wouldn't say I have a more positive experience with either one. No, but I feel like I remember my purchase that I've done firsthand more. So I feel like I like for me buying some things secondhand, like a shirt or something. It's not that big of a deal. But go in and buy shoes firsthand is more special.</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-CJ</p> <p>FH.vs.SH-Compare-CJ-FH:special</p> <p>FH.vs.SH-Compare-CJ-FH:stronger.memory</p>

<p>Comparison: Differences between first-hand and second-hand - Customer journey</p>	<p>How does the overall experience across the entire customer journey differ?</p> <ul style="list-style-type: none"> - Do you have different expectations for the journey when purchasing first-hand luxury vs. second-hand luxury? - What different emotions arise through the experience first-hand vs. second-hand? <p>Yes, definitely. I have much higher expectations. Yeah, like much higher. I mean, I also this thing about getting the soles sent to France and fixed, like that I did not know or expect but I did expect like a high service. I know that when I go into my local secondhand store and buy a T shirt from whatever, this doesn't happen. Yeah, so much higher expectations.</p> <p>And the different emotions that arose through the two different customer journeys.</p> <p>Yeah, definitely, Because when I bought those Ganni boots secondhand, it was weird because I was going to somebody's private home, picking up a pair of boots. But when I bought the stilettos it was something special and an experience. We were like pretending that we were in New York, you know, being girls from the sex and the city. So definitely two different experiences. I would say. I'm just as happy about my Ganni boots, but I didn't feel as excited. The excitement as I did when I bought the Louboutin's.</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-CJ-Expect</p> <p>FH.vs.SH-Compare-CJ-Expect-FH:high.expectation</p> <p>FH.vs.SH-Compare-CJ-Expect-FH:service</p> <p>FH.vs.SH-Compare-CJ-Emotions</p> <p>FH.vs.SH-Compare-CJ-Emotions-FH:special</p> <p>FH.vs.SH-Compare-CJ-Emotions-FH:experience</p> <p>FH.vs.SH-Compare-CJ-Emotions-different.experience</p> <p>FH.vs.SH-Compare-CJ-Emotions-same.quality.product</p>
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Comparison: Differences between first-hand and second-hand - Sensory	When comparing first-hand and second-hand luxury brands, how does it differ in appealing to your senses? Both yes and no, but I think that very much depends on the product. I guess it very much depends on the specific product. Yeah.	FH.vs.SH-Compare FH.vs.SH-Compare-Brand.Ex FH.vs.SH-Brand.Ex-Sen
Comparison: Differences between first-hand and second-hand - Affective	Does second-hand vs. first-hand luxury brands evoke different emotions and feelings? Yeah, well, I think so. When I bought the Louboutins I was only 20 so it's quite some years ago. Yeah. And I think today I wouldn't buy them new, I would if I wanted a pair a specific shoes I think I would try to look for them online and purchase them when I found them secondhand because I think I've worn them like four times max and its shoes for like 5000 kroners. So the value really doesn't come like I don't get the value for my money. So I would definitely purchase secondhand because of the price reduction but also because I feel like It's also a little bit of waste if you buy something super expensive, and then it's just sitting in your closet. Yeah, exactly. So it was,	FH.vs.SH-Compare FH.vs.SH-Brand.Ex-Affective FH.vs.SH-Brand.Ex-Affective-good.deal
Comparison: Differences between first-hand and second-hand - Behavioral	Behavioral: Differences ---	FH.vs.SH-Compare FH.vs.SH-Brand.Ex-Behavioral
Comparison: Differences between first-hand and second-hand - Intellectual	Intellectual: Differences ---	FH.vs.SH-Compare FH.vs.SH-Brand.Ex-Intellectual
Comparison: Differences between first-hand and second-hand	Do you experience any differences with the brand when purchasing first-hand luxury vs. second-hand luxury? ---	FH.vs.SH-Compare FH.vs.SH-Compare-Brand.Ex
Comparison: Differences between first-hand and second-hand	Do you feel something happens to the brand when you buy it second-hand vs. first-hand? ---	FH.vs.SH-Compare FH.vs.SH-Compare-Brand.Ex

<p>Comparison: Differences between first-hand and second-hand</p>	<p>What do you feel about people buying the same luxury brands that you purchase first-hand, second-hand?</p> <p>Um, if it's in the same condition, I would be like, Damn, why didn't I discover that first? So I think I would just be damned if I if I buy a T shirt from, let's say, Balenciaga. And then my friend, she buys this exact same t shirt. But she got she bought it for half the price, because she found it in the in the secondhand store, or she found it on trend sales or something, then I would be a little bit okay, but then why did I put too much money on it if she could just get the same thing and it's basically the same condition. It's just been worn like twice. So I think it would just be like, Damn-</p>	<p>Attitude-towards-SH</p> <p>Attitude-towards-SH-envy</p> <p>Attitude-towards-SH-positive</p>
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Appendix 6

Interview D - Transcribed and Coded version of Interview

Interviewer: [00:01] Okay, so Hi, my name is Helga and thank you so much for participating. Is it okay that I will record the interview and reflect on it in our thesis project?

Respondent: [00:13] Yeah, of course. Sure.

Interviewer: [00:15] And yeah, just let me know if there's any questions you don't want to answer that's completely fine. The topic is luxury brands, both second-hand and vintage. When I talk about second-hand, I'm both talking about second-hand and vintage. And as well as the first-hand market.

I would like to know your experience from it.

So can you give me your name, age, nationality and what you do for a living?

Respondent: [00:43] Yeah, so my name is Sofie, and I am 24 years old, from Iceland. I'm currently studying Brand Design at KEA. Then by side I am working in Illum

Interviewer: [01:12] Great. Yeah. So I'm first gonna start asking you some general questions about luxury. So can you tell me when you think about luxury what comes to your mind?

Respondent: [01:25] I mean, I think it's generally when I think about luxury, I think about specific brands for example Louis vuitton, Burberry, Fenty, Chanel, Prand and stuff like that, but I also think about quality products and something that is expensive, high fashion

Interviewer: [01:41] And it is right that you have bought luxury apparel that are both first-hand and second-hand?

Respondent: [01:45] Yes

Interviewer: [01:48] And like can you tell me how often you have purchased luxury items?

Respondent: [01:54] I think I have one Burberry bag, one YSL bag, I have wallet from Burberry as well, cosmetic bag from Burberry, Chloé shoes, Chloé bag, Burberry coat, so I think it is like 7-8 items I have.

Interviewer: [02:31] So it is mainly bags, shoes and clothing you are buying?

Respondent: [01:35] Yes

Interviewer: [02:38] Is it any specific brands you prefer?

Respondent:: [02:42] I think I am the biggest fan of Burberry because I feel like it can be a bit for low key

Interviewer: [02:50] So now I am going to ask you some questions about second-hand and then later on I will ask you about first-hand

So can you tell me about some items you have bought second-hand?

Respondent:: [03:10] Yes my Burberry coat is bought second-hand, I bought it in a Vintage store in Copenhagen

Interviewer: [03:30] And when you purchase second-hand is it usually in the store or online?

Respondent:: [03:40] That time I did it in the store

Interviewer: [03:45] and where do you find the inspiration when purchasing second-hand luxury apparel?

Respondent: [03:53] I think I get more of my inspiration from Instagram, but I also bought an item from the app Trendsales, it was a Prada jacket

Interviewer: [04:13] So you have both purchase in-store and online?

Respondent: [04:20] Yes

Interviewer: [04:25] So if we move into the consumer journey, can you explain the consumer journey when you bought these items - from the beginning to end - how did it start and where you got the motivation from and till you actually bought it

Respondent: [04:45] So with the Burberry coat, I would say it is rather classic, I have known about them for a very long time and it is something that I wanted for a very long time - so I had been keeping my eyes open for a long time, because I wanted it to be a bit oversized and long because I saw it on Instagram from some influencers so I like to have it that way, instead for me short ones and more formal one - So I was looking for the perfect one.

And then one day I was downtown with my grandmother and there was this beautiful Burberry coat and I tried it on, because I am rather small so it can be hard to find small second-hand items, but the women in the store was like "okay so you are probably gonna fit it, I have never been able to sell it because it is so small" and it was perfect for me. And since my grandmother was with me and she was gonna give me a birthday present, she bought the coat for me - so that was really nice.

Interviewer: [05:59] And then online you bought a Prada jacket?

Respondent: [06:08] Yes I had also been looking for that one, because I didn't wanted to by this leather jacket new, I didn't wanted to increase the demand of leather jacket, so I was waiting to find it second-hand and I also didn't wanted to pay full price for new one, so I found it rather new on Trendsales - the new price was 5000dkk and I paid 3000dkk for the used one - So I just meet the girl on the train station and tried it on and paid for it through mobilepay

Interviewer: [06:41] Okay so you were able to try it on?

Respondent: [06:46] Yes

Interviewer: [06:48] But you say you didn't wanted to buy it new, to increase the demand of leather, I guess it was related to sustainability?

Respondent: [06:46] Yes exactly that was my thoughts.

Interviewer: [07:00] When you bought this secondhand, like, your overall experience from it didn't match your expectation, did you have any specific expectation before, like, through the journey?

Respondent: [07:30] Yes, I can say so, I think it was a bit more stressful with a jacket I bought on trendsale, Because I didn't have as much time as in the store to, like, try it on and see it on with a mirror. So that was the

only difference. But usually, if I were buying a bag, or something, and I would request for the receipt or to be 100% sure that it is real luxury but now fake.

Interviewer: [08:10] Okay, then I'm gonna talk a little bit about the brand experience. So like, if you just take one brand you have purchased second-hand, like, does the brand appeal to your sense in some way? Like, for example, what you see, what you hear, the touch, the smell, the taste, do you experience anything like that, like when using the product?

Respondent: [08:50] I can't say anything about the smell, but definitely the sight, you think they have quite a strong visual identity, And it's easy to notice that it's a Burberry item. Yeah. And are you referring to inside the store?

Interviewer: [09:12] no more like, just relating to the brand but if, if you have anything you want to add to when purchasing in the store that's also good.

Respondent: [09:25] No, actually, I don't there's nothing I don't relate it to any sound or smell or taste or anything like that. It's maybe more of vibe to fashion

Interviewer: [09:46] And like, when you are wearing the jacket, using the brand, does it evoke any specific feelings and emotion for you?

Respondent: [09:59] I just feel classy. I feel like it's a beautiful color. And it matches my other things. It's quite long. So I just feel very good and so happy with it. Also, I like that it is second-hand. I like knowing that the product has been used a lot. And also, when you know it's an expensive item, you want to take care of it. So like if there's a button that falls off, I will immediately go and have it fixed or fix it myself. Yeah, so I really care about my things

Interviewer: [10:39] Yeah. Right. So it is positive emotional feelings for you. I guess.

Respondent: [10:45] Definitely.

Interviewer: [10:59] One other thing, which might be hard to answer, but like, does the brand make you act in a certain way? Or like a participant in any specific section, like when you are wearing the jacket?

Respondent: [11:31] I think actually that probably it does. I think my quick answer would be no but if I think about it again, like this is every time you pick something, some outfit you're in a certain mood or if I would be downtown in my jogging suit, probably I wouldn't walk as confident. But when I'm downtown with the girls and I'm wearing a luxury vintage feather jacket or heels and like I think the vibes gets a bit different

Interviewer: [12:11] I completely agree. Okay, now we're gonna move into the first-hand luxury. And yeah, you have bought some first-hand luxury brands. Can you tell me about some luxury brands you have purchased ? You mentioned some of it before, And like, Is there any specific luxury brand you prefer? And maybe it was the same, Burberry as you said before?

Respondent: [12:53] Yeah and also Prada, I really liked the customer service there as well.

Interviewer: [13:11] Where do you normally buy it? Like online or in store?

Respondent: [13:18] in store, I want the whole experience

Interviewer: [13:32] Is it the same with the inspiration for buying first-hand and second-hand, you find it on instagram?

Respondent: [13:45] Yes, I think I can say so. It's also just by browsing in stores.

Interviewer: [13:56] That makes sense. And then if we move into the customer journey, from the beginning to the end, like when it starts until you actually bought the items.

Respondent: [14:22] So with the other items that are bought in store, usually, I take a long time to make my decisions. And if I'm buying something expensive, I usually wish form the item and I try it on, and then I go home, and I see if I miss it. And I think about if it's gonna match with my other items, because I don't want to buy something just because it's a trend right now. And then it doesn't fit my style and just me as a person. And so usually it's quite a long time. But if I, if there's like a good deal, I have made some quite spontaneous decisions. But that's only when I'm getting super good deals, and I have been able to do it get some because of my work and so on.

Interviewer: [15:19] Yeah, that makes sense. Good to think about it, sleep on it. With the whole experience, like with your expectation, I guess you have some expectation when you're buying something brand new, expensive things. Do you feel like your experience has matched the expectations you had before buying it?

Respondent: [15:51] I feel like yes, most of the time, although after having some of these items, and being around them a lot. I can say that the quality sometimes isn't as high as I would expect. Like you expect the high quality when you pay this much for a product. But there's nothing amazing about this quality compared to items that are a lot cheaper and with the same quality. So but of course, we are just paying for the brand. And I know that but sometimes you get frustrated and disappointed.

Interviewer: [16:35] Yeah, you think that sometimes the actual just paying for the name of the brand, rather than the quality?

Respondent: [16:47] I'm completely aware of that. Basically, that's how it is.
But at the same time when you are paying such a high price for a product you are then again, more likely to take super good care of it and I think that's it but development kind of.

Interviewer: [17:12] It's an investment kind of

Respondent: [17:20] Yes it is

Interviewer: [17:12] Yeah, then I'm gonna ask you about brands. If you just take one brand purchase first-hand, Like, how do you feel like that specific brand, appeal to your sense, like the what you see what you hear, touch, smell, taste, when you're using it or like, within the in store environment.

Respondent: [17:53] I just pick Prada, I really like the vibe in the stores, I like the experience of going in there. They usually offer you champagne. And they have a big store, at least in Copenhagen. And you can kind of walk around and it's nice that you offer this champagne it immediately sets the mood. And they have strong colors, green walls, and you really enhance the experience. But no smell or no sound - not like something the I would compare to Abercrombie when you immediately think about the sound and the smell

Interviewer: [18:40] So it's maybe not something that you that's come up to your mind when thinking about it, the smell and the taste

Respondent: [18:51] No, no.

Interviewer: [18:56] But compared to the specific feeling and emotions you feel when you are like walking around in your Burberry second-hand coat, Like, is it the same with the first-hand, Or do you feel like it's any different? Like, since it's more expensive.

Respondent: [19:29] If anything, I think I feel better in my second-hand because when I'm wearing my first hand, they are so expensive. So I feel like I'm more aware of the item if it gets scratches or if I know that I bought a second hand. I'm just more relaxed.

Interviewer: [19:53] Yeah, yeah, that makes sense. Okay, so if we compare like this, two journeys, like when buying first-hand and then second-hand, for you what would be the main difference between this and the overall journeys?

Respondent: [20:18] It's the packaging. When you're buying secondhand, you don't get the nice packaging. And I think that's a huge part of the experience when buying new things. It's this authenticity, or like, that you know that it's real. And you have the receipt when you're buying a new one.

You feel more fancy. When you're buying something new. Of course, you're paying for the experience. It's like all their champagne, getting your name down and all that. Which makes you feel like you are super special. For a few minutes..

Interviewer: [20:41] So it's kind of an adrenalin you get out of it when, when you are buying something first-hand.

Okay, but like, for example, if you buy something first-hand, and then a little bit later, I buy the same item second-hand. How would that make you feel? Would you then think, "Oh, I should have waited and bought it second-hand, would you feel like you regret buying it first-hand?"

Respondent: [21:39] And yes, I would probably think about it that way. But still there are basically pros and cons to both things. Certain things you don't get when buying secondhand. You're not getting the experience and the insurance of having this product also you can't return it and if something happens it's different. But it also would depend on the condition of the second-hand if it was in super good condition, Yes, I would be a bit disappointed. Yeah. But usually they are used so.

Interviewer: [22:30] Because now, people are starting to buy more second-hand and vintage items, like for example, if you just take a Prada or Burberry, do you feel like something happens with the brand, like, you know, compared to the brand image, the brand value since people are selling these things used on a lower price. Do you think it's a positive thing for the brands? Or do you think it affects the brand in some way?

Respondent: [23:13] I don't think it harms the brands by selling secondhand, I don't think so. I think it only maybe even positive for them because people are willing to buy used products for quite a high price. In times, like if you would have a h&m product, you cannot sell it because people can buy it almost as cheap in the stores and they're never going to bother buying secondhand H&M. So I feel like it's kind of a bit of respect. But something that would more harm their identity is maybe if there's a target group that they don't want using and buying the product.

Interviewer: [24:15] Yeah, it sounded like you are thinking a lot about sustainability. So I guess for you, you look at it as a positive thing that the second-hand and the vintage market is increasing.

Respondent: [24:41] Yes definitely a positive thing.

Interviewer: [24:47] But I guess that was it, thank you much again for participating

Respondent: [25:05] Yes thank you too, and good luck with your thesis

Interviewer: [25:16] Thank you

Coding of Interview D

Themes	Questions	Codes
Luxury general	What is luxury apparel for you? I mean, I think it's generally when I think about luxury, I think about specific brands for example Louis vuitton, Burberry, Fenty, Chanel, Prand and stuff like that, but I also think about quality products and something that is expensive, high fashion	Luxury-General Luxury-Gen-Spesific.Brands Luxury-Gen-Quality-Expensive Luxury-Gen-High.Fas
Luxury General	How often/When do you purchase luxury brands (both second-hand and first-hand)? I think it is like 7-8 items I have.	Luxury-General
Luxury General	What kind of luxury goods have you purchased? Bag, wallet, cosmetic bag, shoes, coat,	Luxury-General Luxury-General-Accessories
Luxury General	Do you purchase any luxury apparel brands (both second-hand and first-hand)? Yes both	Luxury-General
Luxury General	Tell me about some, (1-3) luxury brands you buy/have bought? Burberry, YSL, Burberry, Chloé	Luxury-General
In general: Second-hand luxury brands	Do you purchase any luxury brands second-hand? Yes my Burberry coat is bought second-hand, jacket from Prada	SH-Luxury
In general: Second-hand luxury brands	Tell me about some luxury brands you have purchased second-hand? I am the biggest fan of Burberry because I feel like it can be a bit for low key	SH-Luxury SH-Luxury-Brands
In general: Second-hand luxury brands	Where do you normally buy second-hand luxury brands? That time I did it in the store and other one online	SH-Luxury SH-Luxury-SH-Offline

In general: Second-hand luxury brands	When purchasing second-hand luxury, where/how do you find inspiration? I think I get more of my inspiration from Instagram	SH-Luxury SH-Luxury-Inspiration SH-Luxury-Ins-Insta
Customer Journey: Second-hand luxury brands	Can you explain your customer journey when you buy second hand luxury? From to beginning to end. <p>So with the Burberry coat, I would say it is rather classic, I have known about them for a very long time and it is something that I wanted for a very long time - so I had been keeping my eyes open for a long time, because I wanted it to be a bit oversized and long because I saw it on Instagram from some influencers so I like to have it that way, instead for me short ones and more formal one - So I was looking for the perfect one.</p> <p>And then one day I was downtown with my grandmother and there was this beautiful Burberry coat and I tried it on, because I am rather small so it can be hard to find small second-hand items, but the women in the store was like "okay so you are probably gonna fit it, I have never been able to sell it because it is so small" and it was perfect for me. And since my grandmother was with me and she was gonna give me a birthday present, she bought the coat for me - so that was really nice.</p> <p>And then online I bought a Prada jacket, I had also been looking for that one, because I didn't wanted to by this leather jacket new, I didn't wanted to increase the demand of leather jacket, so I was waiting to find it second-hand and I also didn't wanted to pay full price for new one, so I found it rather new on Trendsales - the new price was 5000dkk and I paid 3000dkk for the used one - So I just meet the girl on the train station and tried it on and paid for it through mobilepay</p>	SH-C.Journey SH-C.Journey-Sustainability
Customer Journey: Second-hand luxury brands	Tell us about the overall experience across the entire customer journey? How do you experience it? <ul style="list-style-type: none"> • Did it match your expectations? <p>Yes, I can say so, I think it was a bit more stressful with a jacket I bought on trendsale, Because I didn't have as much time as in the store to, like, try it on and see it on with a mirror. So that was the only difference. But usually, if I were buying a bag, or something, and I would request for the receipt or to be 100% sure that it is real luxury but now fake.</p>	SH-C.Journey SH-C.Journey-Expectation SH-C.Journey-Emotion SH-C.Journey-Expectation-Positiv SH-C.Journey-Emotion-Stressful
Brand Experience: Second-hand luxury brands	Tell me about one luxury brand you have bought second-hand?	SH-Brand.Ex

	Yes the Burberry Coat	
Brand-Experience: Second-hand - Sensory dimension	<p>Sensory dimension: How does the luxury brand appeal to your senses (sight, hearing, touch, smell, and taste)?</p> <p>I can say that the small used, but definitely the sight, you think they have quite a strong visual identity, And it's easy to notice that it's a Burberry item.</p> <p>I don't there's nothing I don't relate it to any sound or smell or taste or anything like that. It's maybe more of vibe to fashion in-store</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Sense</p> <p>SH-Brand.Ex-Sense-Strong.Vis.ide</p> <p>SH-Brand.Ex-Sense-Smell</p>
Brand-Experience: Second-hand - Affective dimension	<p>Affective dimension: Does this luxury brand evoke any specific feelings and emotions?</p> <p>I just feel classy. I feel like it's a beautiful color. And it matches my other things. It's quite long. So I just feel very good and so happy with it. Also, I like that it is second-hand. I like knowing that the product has been used a lot. And also, when you know it's an expensive item, you want to take care of it. So like if there's a button that falls off, I will immediately go and have it fixed or fix it myself. Yeah, so I really care about my things - It is a positive feeling</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Affect</p> <p>SH-Brand.Ex-Affect-Classy</p> <p>SH-Brand.Ex-Affect-Happiness</p> <p>SH-Brand.Ex-Affect-Careful</p> <p>SH-Brand.Ex-Affect-Posiv.Feeling</p>
Brand-Experience: Second-hand - Behavioral dimension	<p>Behavioral dimension: Does this luxury brand make you act in a certain way/participate in any specific actions?</p> <p>I think actually that probably it does. I think my quick answer would be no but if I think about it again, like this is every time you pick something, some outfit you're in a certain mood or if I would be downtown in my jogging suit, probably I wouldn't walk as confident. But when I'm downtown with the girls and I'm wearing a feather jacket or heels and like I think the vibes gets a bit different</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Behavioral</p> <p>SH-Brand.Ex-Behaviora-Certain.Mood</p> <p>SH-Brand.Ex-Behaviora-Good.Vibe</p>
Brand-Experience: Second-hand - Intellectual dimension	<p>Intellectual dimension: Does this luxury brand make you reflect/think about anything specific?</p> <p>Maybe just I aware that is it environmental friendly</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Intellectual</p> <p>SH-Brand.Ex-Intellectual-Substani</p>
In general: First-hand luxury brands	<p>Do you purchase any luxury brands first-hand?</p> <p>Yes</p>	<p>FH-Luxury</p>

In general: First-hand luxury brands	<p>Tell me about some luxury brands you have purchased first-hand?</p> <p>Burberry and Prada</p>	<p>FH-Luxury</p> <p>FH-Luxury.Brands</p>
In general: First-hand luxury brands	<p>Where do you normally buy first-hand luxury brands?</p> <p>in store, I want the whole experience</p>	<p>FH-Luxury</p> <p>FH-Luxury-SH-Offline</p>
In general: First-hand luxury brands	<p>When purchasing first-hand luxury, where/how do you find inspiration?</p> <p>Instagram and It's also just by browsing in stores</p>	<p>FH-Luxury</p> <p>FH-Luxury-Inspiration</p> <p>FH-Luxury-Ins-Insta</p> <p>FH-Luxury-Ins-Brows.</p>
Customer Journey: First-hand luxury brands	<p>Can you explain your customer journey when you buy first-hand luxury? From to beginning to end.</p> <p>So with the other items that are bought in store, usually, I take a long time to make my decisions. And if I'm buying something expensive, I usually wish for the item and I try it on, and then I go home, and I see if I miss it. And I think about if it's gonna match with my other items, because I don't want to buy something just because it's a trend right now. And then it doesn't fit my style and just me as a person. And so usually it's quite a long time. But if I, if there's like a good deal, I have made some quite spontaneous decisions. But that's only when I'm getting super good deals, and I have been able to get some because of my work and so on.</p>	<p>FH-C.Journey</p> <p>FH-C.Journey-Matching.W.Outfit</p>
Customer Journey: First-hand luxury brands	<p>Tell us about the overall experience across the entire customer journey? How do you experience it?</p> <ul style="list-style-type: none"> • Did it match your expectations? • What emotions arise through this experience? <p>I feel like yes, most of the time, although after having some of these items, and being around them a lot. I can say that the quality sometimes isn't as high as I would expect. Like you expect the high quality when you pay this much for a product. But there's nothing amazing about this quality compared to items that are a lot cheaper and with the same quality. But of course, we are just paying for the brand. And I know that but sometimes you get frustrated and disappointed. I'm completely aware that I am paying from the name of the brand. Basically, that's how it is. But at the same time when you are paying such a high price for a product you are then again, more likely to take super good care of it and I think that's it but development kind of.</p>	<p>FH-C.Journey</p> <p>FH-C.Journey-Expectation</p> <p>FH-C.Journey-Emotion</p> <p>FH-C.Journey-Expectation-Pay.F.Brand.Name</p> <p>FH-C.Journey-Emotion-Frustrated</p> <p>FH-C.Journey-Emotion-Disappont</p> <p>FHC.Journey-Emotion-Careful</p>

Brand Experience: First-hand luxury brands	Tell me about one luxury brand you have bought first-hand? I just pick Prada	FH-Brand.Ex
Brand Experience: First-hand - Sensory dimension	Sensory dimension: How does the luxury brand appeal to your senses (sight, hearing, touch, smell, and taste)? I just pick Prada, I really like the vibe in the stores, I like the experience of going in there. They usually offer you champagne. And they have a big store, at least in Copenhagen. And you can kind of walk around and it's nice that you offer this champagne it immediately sets the mood. And they have strong colors, green walls, and you really enhance the experience. But no smell or no sound or taste - not like something the I would compare to Abercrombie when you immediately think about the sound and the smell	FH-Brand.Ex FH-Brand.Ex-Sense FH-Brand.Ex-Sense-Vibe FH-Brand.Ex-Sense-Good.Mood
Brand-Experience: First-hand - Affective dimension	Affective dimension: 1. Does this luxury brand evoke any specific feelings and emotions? If anything, I think I feel better in my second-hand because when I'm wearing my first hand, they are so expensive. So I feel like I'm more aware of the item if it gets scratches or if I know that I bought a second hand. I'm just more relaxed.	FH-Brand.Ex FH-Brand.Ex-Affect FH-Brand.Ex-Affect-Careful
Brand-Experience: First-hand - Behavioral dimension	Behavioral dimension: Does this luxury brand make you act in a certain way/participate in any specific actions? --	FH-Brand.Ex FH-Brand.Ex-Behavioral
Brand-Experience: First-hand - Intellectual dimension	Intellectual dimension: Does this luxury brand make you reflect/think about anything specific? --	FH-Brand.Ex FH-Brand.Ex-Intellectual
Comparison: Differences between first-hand and second-hand	Customer Journey: 1. How does the customer journey differ when purchasing second-hand vs. first-hand (from your perspective)? a. Please explain some specific touchpoints, what differs the most for you? --	FH.vs.SH-Compare FH.vs.SH-Compare-CJ
Comparison: Differences between first-hand and second-hand - Customer journey	How does the overall experience across the entire customer journey differ? Do you have different expectations for the journey when purchasing first-hand luxury vs. second-hand luxury?	FH.vs.SH-Compare FH.vs.SH-Compare-CJ-Expect

	<p>It's the packaging. When you're buying secondhand, you don't get the nice packaging. And I think that's a huge part of the experience when buying new things. It's this authenticity, or like, that you know that it's real. And you have the receipt when you're buying a new one. You feel more fancy. When you're buying something new. Of course, you're paying for the experience. It's like all their champagne, getting your name down and all that. Which makes you feel like you are super special. For a few minutes..</p>	<p>FH.vs.SH-Compare-CJ-Emotions</p> <p>FH.vs.SH-Compare-CJ-Emotions-Special</p> <p>FH.vs.SH-Compare-Authenticity</p>
<p>Comparison: Differences between first-hand and second-hand - Sensory</p>	<p>When comparing first-hand and second-hand luxury brands, how does it differ in appealing to your senses?</p> <p>--</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-Brand.Ex</p> <p>FH.vs.SH-Brand.Ex-Sensory</p>
<p>Comparison: Differences between first-hand and second-hand - Affective</p>	<p>Does second-hand vs. first-hand luxury brands evoke different emotions and feelings?</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Brand.Ex-Affective</p>
<p>Comparison: Differences between first-hand and second-hand - Behavioral</p>	<p>Behavioral: Differences</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Brand.Ex-Behavioral</p>
<p>Comparison: Differences between first-hand and second-hand - Intellectual</p>	<p>Intellectual: Differences</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Brand.Ex-Intellectual</p>
<p>Comparison: Differences between first-hand and second-hand</p>	<p>Do you experience any differences with the brand when purchasing first-hand luxury vs. second-hand luxury?</p> <p>No I would not say that, I just look at it as a positive thing</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-Brand.Ex</p>
<p>Comparison: Differences between first-hand and second-hand</p>	<p>Do you feel something happens to the brand when you buy it second-hand vs. first-hand?</p> <p>I don't think it harms the brands by selling secondhand, I don't think so. I think it only maybe even positive for them because people are willing to buy used products for quite a high price. In times, like if you would have a h&m product, you cannot sell it because people can buy it almost as cheap in the stores and they're never going to bother buying for example secondhand H&M . So I feel like it's kind of a bit of respect. But something that would more harm their identity is maybe if there's a target group that they don't want using and buying the product.</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-Brand.Ex</p> <p>FH.vs.SH-Compare-Positive</p> <p>FH.vs.SH-Compare-Sustainable</p> <p>FH.vs.SH-Compare-Respect</p>

<p>Comparison: Differences between first-hand and second-hand</p>	<p>What do you feel about people buying the same luxury brands that you purchase first-hand, second-hand?</p> <p>And yes, I would probably think I would then regret that I bought it first-hand. But still there are basically pros and cons to both things. Certain things you don't get when buying secondhand. You're not getting the experience and the insurance of having this product also you can't return it and if something happens to it. But it also would depend on the condition of the second-hand if it was in super good condition, Yes, I would be a bit disappointed. Yeah. But usually they are used so.</p>	<p>Attitude-towards-SH</p> <p>Attitude-towards-SH-Positive</p>
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Appendix 7

Interview E - Transcribed and Coded version of Interview

Interviewer: [00:01] Okay, so thank you so much for participating. So my name is Helga, and it's okay that I record it. Okay, great. So the topic is luxury brands, it's both for first-hand and second-hand/vintage. So I just kind of like to know your experience from it. So can I just get your name, nationality and what you do for a living.

Respondent: [00:34] My name is Sophie, and my age is 24. I am from Iceland and I live in Iceland. And my occupation now is I'm working as a blogger.

Interviewer: [00:59] Okay, so I'm just gonna start off by asking you some general questions about luxury. So when you think about luxury apparel, what comes to your mind?

Respondent: [01:29] So what comes to mind is just something that has very good quality, that will last long. Something that is timeless. And yet, just something like a piece that you will remember will stick with you

Interviewer: [01:51] okay. And have you purchased any luxury items, that I'm talking about second-hand/vintage and first-hand.

Respondent: [01:59] Yeah, I have done that a couple of times. I have shopped both, like new, just from the store, but I often shop more second-hand mostly, because of the price and it's more environmentally friendly

Interviewer: [02:20] yeah. Do you know approximately how often you have bought these things?

Respondent: [02:28] Maybe overall 15 times.

Interviewer: [02:38] Is it like any specific item you have purchase?

Respondent: [02:48] I mostly shop vintage bags, because I'm very into bags and, yeah, but I have shopped as well like belts, some clothes, think like a T-shirt, and some stockings. But mostly bags and mostly second-hand

Interviewer: [03:12] Okay. And if we talk about second-hand/vintage, can you tell me about some brands you have purchased second-hand/vintage?

Respondent: [03:28] Oh yeah, I have shopped vintage Dior, and vintage Fendi and Louis vutton

Interviewer: [03:51] these are the three brands you prefer?

Respondent: [03:54] Yeah, but my bags that I have are from Gucci. I think I have one. Yeah, that was like, straight from the store, bought first-hand

Interviewer: [04:06] and when you buy like this used items, Is it usually like in store or online?

Respondent: [04:14] Sometimes it is like in a store. So it's like a vintage luxury store, usually, because I don't really trust like the store that has, like, a lot of used stuff and sometimes they have like those luxury, if you don't know if it's real enough - so I like if it it luxury vintage store, rather then vintage store - they might be fake

and the employees don't even know if it's real or not so I never buy from vintage clothing stores but I usually buy from like a luxury vintage store, So they have like a lot of luxury items like a lot of luxury brands, but then I buy a lot of small gifts from people that are selling their stuff online.

Interviewer: [05:06] When you buy these things, where would you say that you get the inspiration from?

Respondent: [05:10] I usually see something on Instagram, I guess. And I'm following a lot of secondhand stores as well on Instagram. So, yeah, I sometimes see it there. Yeah, sometimes I see something new that they have in store so go I check it out. But then I had had like a lot of inspiration from Sex in the City and Cary she's always like carrying some vintage Dior and Louis Vuitton, and that inspires me a lot to buy vintage, instead of like a new one, I guess.

Interviewer: [05:53] Okay, okay, that's nice. So if we move into the customer journey part when buying it. Like, can you explain for me like, like, from the beginning to and when you start thinking about buying the items and till you actually buy it?

Respondent: [06:13] so, maybe, let's say that I see some bag on Instagram that I like, maybe some influencer or something has it. And I really like it and, and the brand may be a little bit trendy right now. For example, I really like thinking about buying the bag and it looks good. I think it's timeless so I can wear it with a lot of my clothing or outfits that I have already. Then I start thinking about like if I should buy, like new or used, and usually like the use one or second-hand, since they are more more unique uniqueness, I think because it's like, yeah, because a lot of people buy the new one so everybody has the new one, but it's in store. So I prefer buying second-hand because it's more unique. Then I start looking at things like googling the bag for example, and the name of the bag and maybe the number of the bag. And then I started comparing the prices, like I usually look at the vintage bar, luxury buy home, and just like different sites. And then I just start comparing the prices and see like the condition if it's like has any flaws or whatsoever and then I looked at Trendsales for example to see if somebody has the bag there, and I usually go for like if I find the bag of trendsales, I usually just like message them and ask them if they have the receipt or like a warranty card. Yeah, but I think it's like a long process, I don't just go and jump and buy it, like if it costs like 2000 or 2000 kronor. I just don't buy it straight away. It's a long process,

Interviewer: [08:22] would say, yeah, so you take time thinking and comparing the things together and everything.

Respondent: [08:55] Definitely, So yeah, I as well think about like how much I have like on my bank account, I'm never gonna buy something if I just gonna end up in zero because that's stupid. You should never buy something if I don't have the money, you know, so I always like to try to calculate that, and sometimes I try to do things like tax free. Yeah so I think it's a long process.

But for example I've been very lucky and I've seen something like a vintage bag on Trendsales or something like that. Like our older woman is selling it as he maybe doesn't know the, original price, that might be like selling it for like 600 kronor or something, then I like the jump the gun I buy it immediately

Interviewer: [09:58] But like with the whole experience. Do you think it matches your expectations? Do you have some expectations before buying it? And like overall, like during the process?

Respondent: [10:15] Yeah, I mean yeah I think it matches my expectation because like the bag is gonna be with me for a long time. I will probably like to give it to my children, when I have some when they are older. And I came aware, like it kind of pops off, like every outfit that I'm going out or something. But it's more like, specially when I buy secondhand I feel like I feel like it's very unique and people like it and they ask like where is it from and where did you buy, and stuff like that. But if I buy a new one, I feel like, then I'm just sometimes

disappointed because everybody has it, you can just buy it. And the price is like way higher and, and the uniqueness is not the same, you know

Interviewer: [11:06] yeah, that makes sense. Is it like any specific emotions that arise to you during this experience?

Respondent: [11:18] Yes I would say excitement. Yeah, mostly like I'm excited to try the new bag or wear it or take a photo of it. Yeah. And I'm often excited to see the prices like if it's second-hand, you can definitely compare the prices to a new one of them. I'm excited to see if I'm getting a good deal or not. Yeah, so, it's mostly like excitement

Interviewer: [11:50] Okay, so if we move into the brand experience, for example, if you take one brand, you have purchased second-hand or vintage, do you feel like this specific brand has appeal to your senses in some way like what you see what you hear what you touch the smell, the taste.

Respondent: [12:35] I mean, like, if I think about. I have like this Fenty bag that bought once, and it's very bright, and the color is so creamy. And I mean like, it affects what I see, I guess because it's very like bright and just reminds me of somer somehow. Yeah, but I cannot like there's no smell, or anything that I notice. No, but it's mostly like if I buy like a brand new bag, then I definitely get the smell of luxury, I guess because it has been in the store for such a long time. But yeah, I think what I see is very beautiful and creamy and summery bag. So that is probably it.

Interviewer: [13:45] But like with the Fendi bag you have, Do you feel like it evokes any specific feeling or emotion for you, is it just more like an excitement like they talked about before?

Respondent: [14:04] Yeah, I would say it's like excitement and then it's like, nice to have a bag that I have not seen anybody wear before, so it is very unique and special to me. Yeah, and I feel like, I wouldn't want to give it away, because it's so special to me and makes me feel like a little bit special, I guess, and like it's unique.

Interviewer: [14:35] But like, when you use this bag does it make you feel like you act differently in certain ways?

Respondent: [14:04] I don't think I act differently or I mean I watch out that it doesn't get dirty, I guess so, yeah, I don't put it away somewhere and I make sure that I don't put it away so that someone can steal it or something like that. Yeah, but I feel like acting differently. I always feel like my outfit looks better. So, if I'm just wearing something basic, and then I put the bag on I feel like it looks much, much better. So I guess that's something like that.

Interviewer: [15:30] so if we will move into the First-hand. Can you tell me about some items you have purchased first-hand?

Respondent: [15:40] Yes, that is Gucci, Pranda, Balenciaga and Louis Vuitton

Interviewer: [15:30] Yeah, do you normally buy this in store or?

Respondent: [16:06] Yeah, so I bought the Gucci one in-store, and I think that's the most expensive bag. I had just got my "skat" back, So I felt like I could buy it then, I bought it at the airport so I got tax-free . But then the Pranda one I usually buy in Florence, because they have an outlet there which is a bit cheaper - yeah like 40 or 50% discount, so I use that a lot.

Interviewer: [16:55] and this is the same with the inspiration when buying first-hand that you usually find it on Instagram, or?

Respondent: [17:05] Yeah, like for example when I bought my Prada bag, I had seen it a lot on Instagram and I just really liked the material because it's very like, it's not leather and it's not that sensitive so I think that, so that sold me the product, because you can use a lot, and I use it like almost every day - it is like my daily bag and I use it almost every day, Because I like the material is not that sensitive but for example my Gucci bag the material is velvet so I have to take care of it - so if I am going somewhere fancy or something like that But yeah I mostly get my inspiration by watching TV shows, and Instagram, maybe Pinterest as well. Yeah. But I also just like to look at old collections, for example from Prada, I really like their old collections. So maybe from like the 90s. And then you can see like the nylon bags, like how they made like the bags in the 90s, And that, I think that gives me inspiration as well by looking at that and the runway shows I guess

Interviewer: [18:37] So if we talk about the customer journey when buying first-hand. Would you explain it to me, I guess it's a little bit of a long process for you?

Respondent: [18:59] Yeah, I think it's not like, maybe not 100% similar because like when I buy, first-hand or like a brand new one, I think about it for a much longer time, like I plan a trip to Florence and then plan a trip to the outlet. So it's like everything is very out planned and like scheduled. And same with a Gucci bag, like I received like this tax reform. So, I thought it was like a perfect opportunity to buy something first-hand. So I think it is actually much longer process, like the Consumer Journey is a bit longer than the when buying second-hand because when I buy secondhand, like, I remember this one time I went to a pop-up store, like luxury vintage store had like a pop-up in CPH and I went there and I just saw the perfect Fendi bag, so the consumer journey there wasn't as out planned

Interviewer: [20:13] you would rather take on spontaneous decisions when buying second-hand rather than buying first-hand?

Respondent: [20:22] yeah, as well because, they might only have one in stock. So that's why, it was a little bit quicker.

Interviewer: [20:37] But I guess like with the, with the overall experience you have a little bit higher expectation when buying first-hand?

Respondent: [20:55] yeah, definitely, I really want to get good service and I want good packaging and a bag. And everything comes with a receipt and warranty card and, yeah, these extra things, just makes it worth the price I guess

Interviewer: [21:17] So if we then talk about the sensory dimension so like the sight, and everything, Can you explain that to me when buying first-hand?

Respondent: [21:37] buying first-hand you can definitely smell the luxury when you walk inside the store because it just smells very like, I don't know leather or just like it has a very like luxury smell to it. And the senses like it's very bright, I guess, just like there is a lot of lighting in the store, so I would definitely say that I like the smell and it is something that I feel like straight away when I walk into the store, and then like, it's very bright, but there's nothing. But I don't know if I recognize some taste, but it's mostly like how I smell the store and it's like very luxury ish.

Interviewer: [22:46] And then if you talk about specific and specific feelings and emotions. Do you feel like it's different in some way, like when buying first-hand?

Respondent: [23:17] I mean I get excited as well when I buy first-hand, But maybe I feel like I get like this because you get a lot of good customer service or you feel like a little bit special as well, then buying second-hand nobody's is like helping you, and you get like this beautiful packaging and everything is wrapped when buying first-hand, so I feel like I get like excited, then I feel special

Interviewer: [23:55] so that's more of a special feeling you get?

Respondent: [24:05] I would say that, yeah

Interviewer: [24:10] So like if I ask you about things like if it makes you act in a certain way, like maybe you feel like you're more careful with the things you buy firsthand?

Respondent: [24:18] Yeah, I'm definitely more careful because I know that I spend much more money on it. Yeah, and it's often more like, sensitive so I am much more careful and I like I don't use it as often because like I have to be careful so I don't take it to partying or anything like that.

Interviewer: [26:06] Okay, so then we have both talked about the first-hand and second-hand. And it sounds like you get a little bit more overall experience when buying first-hand, like when going into the store and feeling more special and everything.

And like, because now the second-hand luxury market is expanding a lot, and in the next years they are actually expecting it to be bigger than the first-hand market. So, what do you think about that? Do you think it's a positive thing for the brands or do you think it would affect the brand in some way?

Respondent: [27:04] I mean, I prefer buying secondhand, because I'm not that rich, or you know what I mean like, I'm not rich, so I prefer buying secondhand that is more sustainable. Yeah, overall I prefer buying it. But I don't think it matters for the brand. I'm not sure if it actually does affect the brands because, like Gucci, for example, they will still have their rich, you know, the loyal customers because like a lot of customers out there that are very like, maybe older and rich and stuff like that and they don't prefer buying second-hand. So they will definitely keep those customers always, they will always be loyal to them, but they will definitely lose some customers like the younger customers who are like saving up to buy a bag because now they will probably just buy it second hand, but always the brand will be recognized. For them because it's always like we are reusing the product, and it's their product basically so it's always a brand recognition. So I think it is not a bad thing but is actually a good thing because then we are recycling and being sustainable. And the brands still have their loyal, loyal customers because their customers out there don't prefer buying a used product.

Interviewer: [28:51] But like for example, if you just recently bought a first-hand bag, and then a little bit later, I would buy the same bag second-hand, how would that make you feel? Would you feel like you regret buying it first-hand or?

Respondent: [29:14] Yeah, I think it will be hard to see because I probably not spend much more money on it. So yeah, for the same bag I would regret it. And your bag would probably have been more unique because it is older, so it has more uniqueness and more storytelling to it I guess. So yeah I would say it would be like a little bit of a bummer I guess

Interviewer: [29:54] You wouldn't think that the whole experience from buying first-hand would be worth it? Or would you rather skip that part to buy it second-hand?

Respondent: [30:07] Like, yeah, first when I started buying luxury brands I really like the experience I was I got, it's very luxurious and fun, but now I don't really care, I only care about like buying something that is like unique and special and like, one of a kind

Interviewer: [30:31] Is it also more like a short time happiness when buying it first-hand?

Respondent: [30:38] I feel like yeah, it's not something that sticks to you, it's only like a few minutes and then you just have it and yeah, take very good care of it, because you bought it at a super high price.

Interviewer: [30:54] But I think actually that was all I was gonna ask you about. So thank you so much, it was really helpful.

Respondent: [31:08] Yeah of course, thank you.

Coding of Interview E

Themes	Questions	Codes
Luxury general	What is luxury apparel for you? So what comes to mind is just something that has very good quality, that will last long. Something that is timeless. And yet, just something like a piece that you will remember will stick with you	Luxury-General Luxury-General-Quality Luxury-General-Timeless Luxury-General-Long.Lasting
Luxury General	How often/When do you purchase luxury brands (both second-hand and first-hand)? Maybe overall 15 times.	Luxury-General
Luxury General	What kind of luxury goods have you purchased? I mostly shop vintage bags, because I'm very into bags and, yeah, but I have shopped as well like belts, some clothes, think like a T-shirt, and some stockings. But mostly bags and mostly second-hand	Luxury-General Luxury-General-Accessories
Luxury General	Do you purchase any luxury apparel brands (both second-hand and first-hand)? Yeah, I have done that a couple of times. I have shopped both, like new, just from the store, but I often shop more second-hand mostly, because of the price and it's more environmentally friendly	Luxury-General
Luxury General	Tell me about some, (1-3) luxury brands you buy/have bought? Dior, Fendi, Louis vuttion, Gucci	Luxury-General

In general: Second-hand luxury brands	<p>Do you purchase any luxury brands second-hand?</p> <p>Yes, mostly Vintage</p>	<p>SH-Luxury-</p> <p>SH-Luxury-Environment.Friendly</p> <p>SH-Luxury-Price</p>
In general: Second-hand luxury brands	<p>Tell me about some luxury brands you have purchased second-hand?</p> <p>I have shopped vintage Dior, and vintage Fendi and Louis vuttion</p>	<p>SH-Luxury</p> <p>SH-Luxury-Brands</p>
In general: Second-hand luxury brands	<p>Where do you normally buy second-hand luxury brands?</p> <p>Sometimes it is like in a store. So it's like a vintage luxury store, usually, because I don't really trust like the store that has, like, a lot of used stuff and sometimes they have like those luxury, if you don't know if it's real enough - so I like if it it luxury vintage store, rather than vintage store - they might be fake and the employees don't even know if it's real or not so I never buy from vintage clothing stores but I usually buy from like a luxury vintage store, So they have like a lot of luxury items like a lot of luxury brands, but then I buy a lot of smell gifts from people that are selling their stuff online</p>	<p>SH-Luxury</p> <p>SH-Luxury-Online</p> <p>SH-Luxury-SH-Offline</p> <p>SH-Luxury-SH-Offline-Luxury.Vintage.Store</p> <p>SH-Luxury-Online-Receipt</p>
In general: Second-hand luxury brands	<p>When purchasing second-hand luxury, where/how do you find inspiration?</p> <p>I usually see something on Instagram, I guess. And I'm following a lot of secondhand stores as well on instagram. So, yeah, I sometimes see it there. Yeah, sometimes I see something new that they have in store so go I check it out. But then I had had like a lot of inspiration from Sex in the City and Cary she's always like carrying some vintage Dior and Lous Vitton, and that inspires me a lot to buy vintage, instead of like a new one, I guess.</p>	<p>SH-Luxury</p> <p>SH-Luxury-Inspiration</p> <p>SH-Luxury-Inspiration-Instagram</p> <p>SH-Luxury-Inspiration-Browsing</p> <p>SH-Luxury-Inspiration-Sex&City</p>
Customer Journey: Second-hand luxury brands	<p>Can you explain your customer journey when you buy second hand luxury? From to beginning to end.</p> <p>So, maybe, let's say that I see some bag on Instagram that I like, maybe some influencer or something has it. And I really like it and, and the brand may be a little bit trendy right now. For example, I really like thinking about buying the bag and it looks good. I think it's timeless so I can wear it with a lot of my clothing or outfits that I have already. Then I</p>	<p>SH-C.Journey</p> <p>SH-C.Journey-Start.Instagram</p> <p>SH-C.Journey-Timeless</p> <p>SH-C.Journey-Googeling</p> <p>SH-C.Journey-Compare.Prices</p> <p>SH-C.Journey-Compare.Condition</p>

	<p>start thinking about like if I should buy, like new or used, and usually like the use one or second-hand, since they are more more unique uniqueness, I think because it's like, yeah, because a lot of people buy the new one so everybody has the new one, but it's in store. So I prefer buying second-hand because it's more unique. Then I start looking at things like googling the bag for example, and the name of the bag and maybe the number of the bag. And then I started comparing the prices, like I usually look at the vintage bar, luxury buy home, and just like different sites. And then I just start comparing the prices and see like the condition if it's like has any flaws or whatsoever and then I looked at Trendsales for example to see if somebody has the bage there, and I usually go for like if I find the bag of trandsales, I usually just like message them and ask them if they have the receipt or like a warranty card. Yeah, but I think it's like a long process, I don't just go and jump and buy it, like if it costs like 2000 or 2000 kronor. I just don't buy it straight away. It's a long process</p> <p>So yeah, I as well think about like how much I have like on my bank account, I'm never gonna buy something if I just gonna end up in zero because that's stupid. You should never buy something if I don't have the money, you know, so I always like to try to calculate that, and sometimes I try to do things like tax free. Yeah so I think it's a long process. But for example I've been very lucky and I've seen something like a vintage bag on Trendsales or something like that. Like our older woman is selling it as he maybe doesn't know the, original price, that might be like selling it for like 600 kronor or something, then I like the jump the gun I buy it immediately</p>	SH-C.Journey-Long.Process
Customer Journey: Second-hand luxury brands	<p>Tell us about the overall experience across the entire customer journey? How do you experience it?</p> <ul style="list-style-type: none"> • Did it match your expectations? • What emotions arise through this experience? <p>Yeah, I mean yeah I think it matches my expectation because like the bag is gonna be with me for a long time. I will probably like to give it to my children, when I have some when they are older. And I came aware, like it</p>	SH-C.Journey SH-C.Journey-Expectation SH-C.Journey-Emotion SH-C.Journey-Expectation-Positive SH-C.Journey-Emotion-Unique SH-C.Journey-Emotion-Confident

	<p>kind of pops off, like every outfit that I'm going out or something. But it's more like, especially when I buy secondhand I feel like I feel like it's very unique and people like it and they ask like where is it from and where did you buy, and stuff like that. But if I buy a new one, I feel like, then I'm just sometimes disappointed because everybody has it, you can just buy it. And the price is like way higher and, and the uniqueness is not the same, you know</p>	SH-C.Journey-Emotion-Spfecial
Brand Experience: Second-hand luxury brands	<p>Tell me about one luxury brand you have bought second-hand?</p> <p>I have like this Fenty bag that I bought once</p>	SH-Brand.Ex
Brand-Experience: Second-hand - Sensory dimension	<p>Sensory dimension: How does the luxury brand appeal to your senses (sight, hearing, touch, smell, and taste)?</p> <p>Fenty bag that I bought once, and it's very bright, and the color is so creamy. And I mean like, it affects what I see, I guess because it's very bright and just reminds me of somer somehow. Yeah, but I cannot like there's no smell, or anything that I notice. No, but it's mostly like if I buy a brand new bag, then I definitely get the smell of luxury, I guess because it has been in the store for such a long time. But yeah, I think what I see is very beautiful and creamy and summery bag. So that is probably it</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Sense</p> <p>SH-Brand.Ex-Sense-Bright</p> <p>SH-Brand.Ex-Sense-Beautiful</p> <p>SH-Brand.Ex-Sense-Smell.differnt</p>
Brand-Experience: Second-hand - Affective dimension	<p>Affective dimension: 1. Does this luxury brand evoke any specific feelings and emotions?</p> <p>Yeah, I would say it's like excitement and then it's like, nice to have a bag that I have not seen anybody wear before, so it is very unique and special to me. Yeah, and I feel like, I wouldn't want to give it away, because it's so special to me and makes me feel like a little bit special, I guess, and like it's unique.</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Affect</p> <p>SH-Brand.Ex-Affect-Excitement</p> <p>SH-Brand.Ex-Affect-Unique</p> <p>SH-Brand.Ex-Affect-Careful</p>
Brand-Experience: Second-hand - Behavioral dimension	<p>Behavioral dimension: 2. Does this luxury brand make you act in a certain way/participate in any specific actions?</p> <p>I don't think I act differently or I mean I watch out that it doesn't get dirty, I guess so, yeah, I don't put it away somewhere and I make sure that I don't put it away so that someone can steal it or something like that. Yeah, but I don't feel like acting differently. I</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Behavioral</p> <p>SH-Brand.Ex-Behavioral-Careful</p> <p>SH-Brand.Ex-Behavioral-Makes.m.Outfit</p>

	always feel like my outfit looks better. So, if I'm just wearing something basic, and then I put the bag on I feel like it looks much, much better. So I guess that's something like that.	
Brand-Experience: Second-hand - Intellectual dimension	Intellectual dimension: Does this luxury brand make you reflect/think about anything specific? --	SH-Brand.Ex SH-Brand.Ex-Intellectual
In general: First-hand luxury brands	Do you purchase any luxury brands first-hand? Yes	FH-Luxury
In general: First-hand luxury brands	Tell me about some luxury brands you have purchased first-hand? Yes, that is Gucci, Pranda, Balenciaga and Louis Vuitton	FH-Luxury FH-Luxury.Brands
In general: First-hand luxury brands	Where do you normally buy first-hand luxury brands? Yeah, so I bought the Gucci one in-store, and I think that's the most expensive bag. I had just got my "skat" back, So I felt like I could buy it, I bought it at the airport so I got tax-free . But then the Pranda one I usually buy in Florence, because they have an outlet there which is a bit cheaper - yeah like 40 or 50% discount, so I use that a lot.	FH-Luxury FH-Luxury-Online FH-Luxury-SH-Offline
In general: First-hand luxury brands	When purchasing first-hand luxury, where/how do you find inspiration? Yeah, like for example when I bought my Prada bag, I had seen it a lot on Instagram and I just really liked the material because it's very like, it's not leather and it's not that sensitive so I think that, so that sold me the product, because you can use a lot, and I use it like almost every day - it is like my daily bag and I use it almost every day, Because I like the material is not that sensitive but for example my Gucci bag the material is velvet so I have to take care of it - so if I am going somewhere fancy or something like that But yeah I mostly get my inspiration by watching TV shows, and Instagram, maybe Pinterest as well. Yeah. But I also just like to look at old collections, for example from Prada, I really like their old collections. So maybe from like the 90s. And then you can see like the nylon bags, like how they made	FH-Luxury FH-Luxury-Inspiration FH-Luxury-Inspiration-Instagram FH-Luxury-Inspiration-TV.shows FH-Luxury-Inspiration-Old.Collect FH-Luxury-Inspiration-Runaway.Shows

	like the bags in the 90s , And that, I think that gives me inspiration as well by looking at that and the runway shows I guess	
Customer Journey: First-hand luxury brands	<p>Can you explain your customer journey when you buy first-hand luxury? From to beginning to end.</p> <p>I think about it for a much longer time, like I plan a trip to Florence and then a trip to the outlet. So it's like everything is very out planned and like scheduled. And same with a Gucci bag, like I received like this tax reform. So, I thought it was like a perfect opportunity to buy something first-hand. So I think it is actually much longer process, like the Consumer Journey is a bit longer than the when buying second-hand because when I buy secondhand, like, I remember this one time I went to a pop-up store, like luxury vintage store had like a pop-up in CPH and I went there and I just saw the perfect Fendi bag, so the consumer journey there wasn't as out planned</p>	<p>FH-C.Journey</p> <p>FH-C.Journey-Long.Process</p> <p>FHC.Journey.Schedule.Planned</p> <p>FH-C.Journey-Long.Thinking</p>
Customer Journey: First-hand luxury brands	<p>Tell us about the overall experience across the entire customer journey? How do you experience it?</p> <ul style="list-style-type: none"> • Did it match your expectations? • What emotions arise through this experience? <p>I really want to get good service and I want good packaging and a bag. And everything comes with a receipt and warranty card and, yeah, this extra things, just makes it worth the price I guess</p>	<p>FH-C.Journey</p> <p>FH-C.Journey-Expectation</p> <p>FH-C.Journey-Emotion</p> <p>FH-C.Journey-Expectation-Service</p>
Brand Experience: First-hand luxury brands	<p>Tell me about one luxury brand you have bought first-hand?</p> <p>Yes the Gucci bag</p>	FH-Brand.Ex
Brand Experience: First-hand - Sensory dimension	<p>Sensory dimension: How does the luxury brand appeal to your senses (sight, hearing, touch, smell, and taste)?</p> <p>buying first-hand you can definitely smell the luxury when you walk inside the store because it just smells very like, I don't know leather or just like it has a very like luxury smell to it. And the senses like it's very bright, I guess, just like there is a lot of lightning in the store, so I would definitely say that I like</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Sense</p> <p>FH-Brand.Ex-Sense-Luxury.Smell</p> <p>FH-Brand.Ex-Sense-Bright</p> <p>FH-Brand.Ex-Sense-In.store.Environment.Positively</p>

	<p>the smell and it is something that I feel like straight away when I walk into the store, and then like, it's very bright, but there's nothing. But I don't know if I recognize some taste, but it's mostly like how I smell the store and it's like very luxury ish.</p>	
<p>Brand-Experience: First-hand - Affective dimension</p>	<p>Affective dimension: Does this luxury brand evoke any specific feelings and emotions?</p> <p>I mean I get excited as well when I buy first-hand, But maybe I feel like I get like this because you get a lot of good customer service or you feel like a little bit special as well, then buying second-hand nobody's is like helping you, and you get like this beautiful packaging and everything is wrapped when buying first-hand, so I feel like I get like excited, then I feel special</p>	<p>FH-Brand.Ex FH-Brand.Ex-Affect</p> <p><i>FH-Brand.Ex-Affect-Excitement</i> <i>FH-Brand.Ex-Affect-Service</i> <i>FH-Brand.Ex-Affect-Packaging</i> <i>FH-Brand.Ex-Affective-Special</i></p>
<p>Brand-Experience: First-hand - Behavioral dimension</p>	<p>Behavioral dimension: Does this luxury brand make you act in a certain way/participate in any specific actions?</p> <p>Yeah, I'm definitely more careful because I know that I spend much more money on it. Yeah, and it's often more like, sensitive so I am much more careful and I like I don't use it as often because like I have to be careful so I don't take it to partying or anything like that.</p>	<p>FH-Brand.Ex FH-Brand.Ex-Behavioral</p> <p><i>FH-Brand.Ex-Behavioral-Careful</i> <i>FH-Brand.Ex-Behavioral-No.Party</i></p>
<p>Brand-Experience: First-hand - Intellectual dimension</p>	<p>Intellectual dimension: Does this luxury brand make you reflect/think about anything specific?</p> <p>---</p>	<p>FH-Brand.Ex FH-Brand.Ex-Intellectual</p>
<p>Comparison: Differences between first-hand and second-hand</p>	<p>Customer Journey: How does the customer journey differ when purchasing second-hand vs. first-hand (from your perspective)?</p> <p>--</p>	<p>FH.vs.SH-Compare FH.vs.SH-Compare-CJ</p>
<p>Comparison: Differences between first-hand and second-hand - Customer journey</p>	<p>1. How does the overall experience across the entire customer journey differ?</p> <p>a. Do you have different expectations for the journey when purchasing first-hand luxury vs. second-hand luxury?</p> <p>b. What different emotions arise through the experience first-hand vs. second-hand?</p> <p>--</p>	<p>FH.vs.SH-Compare FH.vs.SH-Compare-CJ-Expect FH.vs.SH-Compare-CJ-Emotions</p>

Comparison: Differences between first-hand and second-hand - Sensory	<p>2. When comparing first-hand and second-hand luxury brands, how does it differ in appealing to your senses?</p> <p>--</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-Brand.Ex</p> <p>FH.vs.SH-Brand.Ex-Sensory</p>
Comparison: Differences between first-hand and second-hand - Affective	<p>3. Does second-hand vs. first-hand luxury brands evoke different emotions and feelings?</p> <p>--</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Brand.Ex-Affective</p>
Comparison: Differences between first-hand and second-hand - Behavioral	<p>4. Behavioral: Differences</p> <p>--</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Brand.Ex-Behavioral</p>
Comparison: Differences between first-hand and second-hand - Intellectual	<p>5. Intellectual: Differences</p> <p>--</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Brand.Ex-Intellectual</p>
Comparison: Differences between first-hand and second-hand	<p>6. Do you experience any differences with the brand when purchasing first-hand luxury vs. second-hand luxury?</p> <p>--</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-Brand.Ex</p>
Comparison: Differences between first-hand and second-hand	<p>Do you feel something happens to the brand when you buy it second-hand vs. first-hand?</p> <p>I mean, I prefer buying secondhand, because I'm not that rich, or you know what I mean like, I'm not rich, so I prefer buying secondhand that is more sustainable. Yeah, overall I prefer buying it. But I don't think it matters for the brand. I'm not sure if it actually does affect the brands because, like Gucci, for example, they will still have their rich, you know, the loyal customers because like a lot of customers out there that are very like, maybe older and rich and stuff like that and they don't prefer buying second-hand. So they will definitely keep those customers always, they will always be loyal to them, but they will definitely lose some customers like the younger customers who are like saving up to buy a bag because now they will probably just buy it second hand, but always the brand will be recognized. For them because it's always like we are reusing the product, and it's their product basically so it's always a brand recognition. So I think it is not a bad thing but is actually a good thing because then we are recycling and being sustainable. And the brands still have their loyal, loyal customers because their customers out there don't prefer buying a used product.</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-Brand.Ex</p> <p>FH.vs.SH-Compare-Brand.Ex-Recognized</p> <p>FH.vs.SH-Compare-Brand.Ex-Loyal.Consumers</p> <p>FH.vs.SH-Compare-Brand.Ex-Substanible</p>

<p>Comparison: Differences between first-hand and second-hand</p>	<p>What do you feel about people buying the same luxury brands that you purchase first-hand, second-hand?</p> <p>I think it will be hard to see because I probably not spend much more money on it. So yeah, for the same bag I would regret it. And your bag would probably have be more unique because it is older, so it has more uniqueness and more storytelling to it I guess. So yeahI would say it would be like a little bit of a bumner I guess first when I started buying luxury brands I really like the experience I was I got, it's very luxurious and fun, but now I don't really care, I only care about like buying something that is like unique and special and like, one of a kind it's not something that sticks to you, it's only like a few minutes and then you just have it and yeah, take very good care of it, because you bought it at a super high price.</p>	<p>Attitude-towards-SH</p> <p>Attitude-towards-SH-Postive</p> <p>Attitude-towards-SH-Substanible</p> <p>Attitude-towards-SH-Good.Deal</p>
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Appendix 8

Interview F - Transcribed and Coded version of Interview

Interviewer: 00:32

Well, thank you for participating. And it's a little bit late to ask but he said okay if we could record the interview. Yes, that is okay. Okay, good. And if there is any questions you don't want to answer, just let me know that is completely fine. Yeah, okay.

Interviewer: 01:35

Okay, so the topic is luxury brands, both secondhand and firsthand. And I would like to know more about your experience with secondhand luxury. And to clarify when talking about secondhand we talk about secondhand, and vintage markets, both. Okay. Okay, so first can you tell me your name, age, nationality and what you do for a living.

Respondent: 02:04

My name is Ida. I am 25, almost 26 years old. I am from Norway, and I am working in ecommerce.

Interviewer: 02:19

Yeah, okay. And then I'm going to start with some general questions about luxury. So can you tell me what luxury apparel is for you.

Respondent: 02:50

Um, so for me, I tend to I think look most at like, jackets, more statements pieces. For example, bags, or jackets. I think not so much, jeans, for example, but yeah, for scarves, as well.

Interviewer: 03:27

So do you purchase any luxury apparel brands both secondhand and firsthand.

Respondent: 03:34

I have purchased both. I have some from Burberry, and YSL also Michael Kors. Yep, I think that's it.

Interviewer: 04:13

And how often or when do you purchase luxury brands.

Respondent: 04:20

Not very often. If I go shopping, and go into a secondhand luxury shop. There's a lot of things I want. But since it's a bit more expensive. I tend to think a bit more about it and then really buy it if I, if I feel like, Of course I have the money for it, but also if I feel like I, I want to have it and want to use it for, for years, and future. Good.

Interviewer: 05:00

Then we're going to talk more specifically about secondhand luxury brands. So you've already said this but so you, you buy luxury brands secondhand Can you tell me why you buy it secondhand.

Respondent: 05:17

I think there are many reasons. First of all, it's a bit more unique. There might not be that many pieces available in that specific clothing or brand. And also, it's a bit cheaper than buying it completely new. I don't know if that's the case. In all cases, but at least the ones I have bought. And also, I like that it has kind of a story to it. Not necessarily that I know this specific story but I know that someone has had it before and have been happy with it. And then, I don't know it just makes me feel good.

Interviewer: 06:10

Good. And where do you normally buy secondhand luxury brands is it online or in store.

Respondent: 06:21

It's only been in store. So far, I think there's also a risk, both in store, obviously, and also online, that it could be fake. If you don't know how to tell the difference then there's always a risk, but it's easier to also check the quality and stuff like that in store. It's been just vintage stores, or secondhand stores.

Interviewer: 06:53

And when you purchase, or have purchased secondhand luxury where or how do you find inspiration for it.

Respondent: 07:08

I think it started through Instagram and blogs. Now, especially Instagram, where I find a lot of inspiration, and I also follow some accounts that are very for vintage in general and also I forgot to mention a reason why I bought it, buy it is because it's also a bit more environmentally friendly, good for the planet. So yeah, I find some inspiration on Instagram, which is, I guess my main source of aware I also found out that I was into vintage. But there's also been developed a lot of selling online apps, but also tend to have a lot of vintage unique pieces,

Interviewer: 08:17

That's good. And then we're gonna talk about the customer journey. So, if you can pick one of the products and the brands that you have bought secondhand, and then tell me about your customer journey from beginning to end. When you buy it,

Respondent: 08:58

I think my first like real piece of secondhand luxury clothing was a Burberry trench coat. I bought that. When I was living in, in France, close to Paris and I also then saw a lot of people in trench coats and you could also tell a difference if they were sort of cheap or or not. In the quality. So I think also living there I found some inspiration and then it's a lot of vintage shops in Paris. And I found like a whole rack of Burberry and obviously there's something to a luxury brand that's cool and cool to have, which also caught my attention. And then I looked at the price, it was expensive, but a lot cheaper than. Then if you bought it new. And, yeah, I bought it them years ago now and I still wear it almost every day. I'm not sure if that was the whole customer experience. Yes.

Interviewer: 10:22

So, if you can, like reflect over this whole experience. Did it match your expectations. And did you have any special emotions and feelings that arose through this experience,

Respondent: 10:43

I guess, like being happy about buying it as an emotion, yeah. I don't regret it at all.

Interviewer: 10:52

Were you happy because it was a good deal or were you happy because it was like a nice coat jacket.

Respondent: 11:01

I think both, but also just when I'm talking to people and for example we talked about clothing and brands and stuff and then if I talk about that specific coat, and like the deal I got it on. A lot of people are very surprised, but positive. Yep. That makes me a bit more proud of like owning it. Finding that deal, I guess, a small part of it is because it's a brand, but also that it's still working, and has some spots here and there. But I think that's just part of the story. Exactly.

Interviewer: 11:57

Good, and did it match your expectations for like a second hand customer experience.

Respondent: 12:08

Yes, I'd say so I'm not sure back then, that I had a lot of expectations about that sort of clothing, but thinking about it now. I'd say yes, because if I'm thinking about or looking at buying a secondhand luxury. I know, because it's luxury, the quality is going to be good, but I'm also aware of the fact that it could be like stains on it or rips or tears here and there, which obviously matters a little bit but if there's, if it's not that big, then, then it's not a big deal. At least for me. Yeah, I think in that sense it match my expectations.

Interviewer: 13:07

And then we're gonna reflect a bit more on this specific product that you have chosen. Now the Burberry coat. And if you like how does this luxury brand appeal to your senses, like your sight, your touch, to smell

Respondent: 13:46

I mean when touching it and like wearing it I, it's, it's not heavy, it's not light, either, which, like, then I can feel the quality. It's good. I mean Burberry also has the classic design of the squares, which is also, I've seen a lot of those jackets but I've also seen a lot of replicas, or copies, obviously. It smells like when you walk into any kind of store, but I sort of like that smell it's it's not too like harsh. I don't think it smells like that anymore. But I sort of wish it did, and it had that like, you know, Old smell from your grandparents or. Yeah. I first thought about that, but okay.

Interviewer: 15:09

Does this luxury brand evoke any specific feelings and emotions for you, you've already talked about that and it made you feel a bit proud and and happy when you bought it, but anything else.

Respondent: 15:25

Yeah, I'm not sure if my grandparents had that sort of quote, but I know it's, I've seen a lot of elderly people wearing it. And then, actually now when I'm thinking about it somehow, it makes me think of my grandparents. But, but, I probably, I probably wouldn't think about that if it was new. I'd say that's also like sort of a good feeling. Yeah. Okay.

Interviewer: 16:08

Does this luxury brand make you act in a certain way or participate in any specific actions, that could be if, like, it makes because you bought this coat it makes you take more care of your things or it makes you spend more time thinking about what you're going to wear or anything that like if you bought like a nice dress you want to go out anything that makes you act or do behavior real

Respondent: 16:46

I think if I understood the question correctly. I think it sort of makes me somehow act in a responsible way. In terms of, You know, the environment, buying secondhand. But I also. That's what I talked a bit about before I think a lot about those kind of buys, because I want them to last a long time. So, it's important to me that it can go with a lot of my other clothes. So it's kind of neutral and. Yeah

Interviewer: 17:36

Good. Does this luxury brand make you reflect or think about anything specific? that you also talked about being responsible about the environment, which also fits in here. And if you just like, reflecting more on price and quality or make you want to try out new things styles.

Respondent: 18:07

It definitely makes me think about sort of buying it brand new versus secondhand or vintage. Because, obviously, buying something new you. You have higher expectations and you know that it's not going to be in the stains, which is something you don't really want, even if you're buying it secondhand hand. I'm not sure there's some things that attracts me more to the second hand clothes.

Interviewer: 19:10

Then we're gonna talk more specifically about first hand luxury brands. Okay, so do you purchase any or have purchased any luxury brands firsthand and if yes, why.

Respondent: 19:29

Yes, I have actually several now that I think about it. For example, shoes, Why I was, it's been a few years but uh, at least back then I had a sort of mindset where anything brand, or that was expensive was very cool. And it gave you a sort of a Davis. I'd say in like the friend group or like just in general. Also remember walking past anyone who's not like a big luxury handbag or anything that was like whoa, I want that. So definitely, I guess, a pressure from like society or. Yeah.

Interviewer: 20:31

Good. Can you tell me some luxury brands you have purchased firsthand.

Respondent: 20:37

Michael Kors. I think and Mulberry. Yeah. Okay.

Interviewer: 21:01

Where do you normally buy first and luxury brands is this online or in store

Respondent: 21:07

in store.

Interviewer: 21:10

When purchasing firsthand luxury where or how do you find inspiration

Respondent: 21:19

in Instagram, obviously, but also out on the streets, and magazines, if, if I'm reading those. A lot of commercials both online so many things or if you're, if you're reading like fashion magazines, a lot of inspo pictures, celebrities and having people who have like that high, high status. Yep.

Interviewer: 21:53

Yeah, Good. And then we're gonna talk about customer journey again. Just now with one of the products or the brands that you have bought firsthand. So, which one do you want to talk about.

Respondent: 22:10

All right, go for a Michael Kors Yeah.

Interviewer: 22:16

Then, can you explain your customer journey when you bought this product from the beginning to the end.

Respondent: 22:28

So bought it in a store in a mall was super happy with it, it smelled like kind of fresh and new and the leak could smell the leather. I remember it was very, sort of like stiff, so you could tell that it hadn't been used or anything. I used it for school but also if I was going shopping school I had like a computer and a few books and there was a bigger sort of handbag. Yeah, yeah, I also remember in school. It was like, it had to kind of straps, the very short ones or you could only like, have it in the middle of your hand like walking around with half the hand sort of up, but it also had like one of those monster apps you could have it across. Um, but I remember in school like walking around with my bag and like the books, and it's and I felt very cool. I remember that gave me a sort of.

Interviewer: 24:12

So can you tell me about when, when you were in the store that you bought it. Can you tell me about when, like when you went into the store and. And why did you want it, where did you get the motivation to buy this product and like and how it felt. The service you got in the store, like the service you got in the store when you bought it and like the whole situation experience.

Respondent: 24:53

I'm mean, first of all I think I wanted it. Because, or wanted a, a luxury handbag because some of my friends have started getting one and then, you know, that was an age where you wanted what your friends have remember it was in a mall where they have like a lot of different current brands and one. And remember being taken very good care of you felt like you were not maybe a celebrity, someone important. It was definitely a different kind of sport, than you will get a fast fashion brands, which also made the buying experience very good.

Interviewer: 26:01

Yeah, good. Um, so did this experience you had buying this bag and match your expectations for like a firsthand luxury,

Respondent: 26:17

it matches the expectation. Yes. I think the expectations I had, of course you know the quality and stuff. Should be good and I've seen a lot in movies, that if you go into like luxury brands or get very good taken care of. So that was my expectations. And I also think I got that.

Interviewer: 26:56

and any specific emotions and feelings that you've got through this experience.

Respondent: 27:09

Yeah, I mean, I was happy, I think, very happy when I bought it wanted to use it straight away. I felt very proud as well. But it's also a happiness like kind of passes, also very fast, I mean you're still happy for it but you're not in the same like

Interviewer: 27:39

Okay, then then we're going to talk more specifically about this product and the brand. But how does this luxury brand appeal to your senses, your sight and your touch and smell and yes?

Respondent: 28:11

yes. It's like when I feel it and you know you can feel the kind of non soft leather, that it's not been used before. And also when you bought it, it doesn't have that old smell it has the you know the new fresh store leather smell. And there was no risks or stains or anything, and also in the writing in the, in the bank was in sort of hard gold metal thing, and no like, that was all clean and. Yeah. Good.

Interviewer: 29:04

And does this luxury brand evoke any specific feelings and emotions. When like using it or wearing it. Yeah, I guess you feel, I guess I feel like a little bit more high class person. Yeah, Yeah. Does this luxury brand make you act in a certain way or participate in any specific action.

Respondent: 30:41

Yes, it's, it made me feel like you know a bit more popular and cool and then I wanted to wear it more at school and wear it if I was going to a dinner restaurant or go shopping and just kind of show it to people. I was asked. Yeah, and especially also if you were with friends who also had one of those brands or another brand. And the first one, definitely made us feel cooler, all. Yep.

Interviewer: 31:28

Good. And does this luxury brand make you reflect or think about anything specific.

Respondent: 31:42

Makes me think about that it's not fast fashion. It's sort of, I mean, even though they, they make many quantities, it's not. They don't make like millions of pieces. Throw it out. And it's, if people don't buy it. So that makes me think that it's good to support a brand, who is not into the fast fashion world, which is also a responsible way of doing business, making a thorough encoding.

Interviewer: 32:34

And then in the last part, where you're gonna compare the different experiences you have with the luxury brands you have bought firsthand, and you have bought secondhand. So, firstly, I want you to reflect over the different customer journeys you had when you bought something secondhand and when you bought something firsthand, And how that differs from your perspective.

Respondent: 33:01

Um, so, in my experiences. One by firsthand. I felt like I was more seen as a customer in the store because they focus really on you and help you with anything, or in the vintage stores or secondhand stores, I've been to one buying those pieces of both luxury pieces. There hasn't been that much. Focus on me as a customer, it's been more like there's a bunch of other people there there's a bunch of other groups there, which is also okay but I guess it makes you feel but less like people are there to ask if you have any questions about the product. Yeah, bit more messy.

Interviewer: 34:04

And do you have different expectations for the journey or the experience you have with firsthand luxury versus secondhand luxury. Like what, What kind of different expectations do you have.

Respondent: 34:34

I think I think I have the same expectations that I kind of had one environment, but also have been to other secondhand stores that are a bit smaller. And they have a lot less clothing. So in that way. I would think that they would focus a bit more on the customer like they do know when buying it firsthand. If it's smaller and customers and less and less clothing, and shelter are like on the tables. But that is not an experience I've had so far at least maybe an expectation, because it is a luxury brand, even though it's secondhand.

Interviewer: 35:28

Nice, and any. What kind of different emotions do you get when you buy something, firsthand versus secondhand like in the experience you have, with the customer journey.

Respondent: 35:50

I think when buying it. I you know I'm happy like either way because it's the product I want. But when buying a secondhand piece. I know kind of that it has a story to it, and that it's better for the environment to buy something that's already been used, but it's not a new production. But I think that way it makes me feel a bit more satisfied. And not only happy when I'm buying it. I know that I'm still going to be satisfied in five years. Yeah. Good. And does.

Interviewer: 36:41

Do you feel like the two luxury brands that you bought for appeal differently to your senses, it is two different things but like any specific is one of them more quality more. Yeah.

Respondent: 37:06

I think the quality lives up to standards. With the second hand had a few stains. They didn't show a lot, but it had a few spots when I bought it. And I've tried to deliver it to one of those. Winning dry cleans, I think, yeah, right, clean, dry, dry cleaners. Yep. And they didn't really get things. But I think if I had if that was a first hand coat, and I spilled something on it and then I delivered delivered it to dry cleaning, I think the stains would more easily come off because they, they haven't been there for that long. So in that case you know the quality like that is a bit I guess worse, with those two products.

Interviewer: 38:12

And do you feel like the second hand versus the first hand luxury brand evoke different emotions and feelings for you.

Respondent: 38:28

No, I think it relates a bit back to like are the second hand. I don't feel as guilty for buying second hand because it's not new, so I know that's better for the environments, which I'm now thinking more about. So I guess Yeah, it's I, it's very similar like the satisfaction.

Interviewer: 39:18

Okay. Do you feel like the first time versus the second luxury brand make you act in a different way, or participate in any different actions. Okay, That's also relatable to you know the environment. Yeah, with a second hand, being a bit more responsible consumer. Yeah. Do you still feel like it's better to buy first hand luxury than buying fast fashion.

Respondent: 39:57

It's more responsible. Yes. Okay, so it's not like it's fast fashion. Yes. Yeah, I think so, but it's easier to buy fast fashion. Yeah because it's cheaper. Yeah. Yeah. But then, as the years go by, I would want to invest more in something. Yeah, not only because of the quality but the uniqueness, but also the environment.

Interviewer: 40:38

Does it makes you reflect or think about anything specific differently between them.

Respondent: 40:54

Yeah, I can't think of anything else. That's good.

Interviewer: 41:01

And do you feel something happens to a brand when you buy it secondhand versus firsthand. Have it lost something or gained something.

Respondent: 41:48

I don't think I've thought about it that much when buying firsthand or secondhand. But I think, I mean, obviously the value, like the, the, the financial value of a secondhand piece drops, obviously, but I think the sentimental value is, is higher at least for me, so it's more because unique, and yeah, it has a story to it.

Interviewer: 42:34

And the last question is, what do you feel about people buying the same luxury brands that you bought firsthand and they buy secondhand.

Respondent: 44:26

Think. Actually, it makes me feel that, you know, happy about it that it's been maybe this in this many years and now it's kind of a turning in the circle, if you know. So I think that's a good thing. And then I also know if I still have that piece, then the value of my piece can also increase.

Interviewer: 44:59

Good. Thank you. You're done. Lovely. Okay.

Coding of Interview F

Themes	Questions	Codes
Luxury general	What is luxury apparel for you? I tend to I think look most at like, jackets, more statements pieces. For example, bags, or jackets. I think not so much, jeans, for example, but yeah, for scarves, as well.	Luxury-General Luxury-General-statement.pieces
Luxury General	How often/When do you purchase luxury brands (both second-hand and first-hand)? Not very often. If I go shopping, and go into a secondhand luxury shop. There's a lot of things I want. But since it's a bit more expensive. I tend to think a bit more about it and then really buy it if I, if I feel like, Of course I have the money for it, but also if I feel like I, I want to have it and want to use it for, for years, and future.	Luxury-General Luxury-General-shopping Luxury-General-thinking.time

Luxury General	What kind of luxury goods have you purchased? --	Luxury-General
Luxury General	Do you purchase any luxury apparel brands (both second-hand and first-hand)? I have purchased both. I have some from Burberry, and YSL also Michael Kors. Yep, I think that's it.	Luxury-General Luxury-General-Brands
Luxury General	Tell me about some, (1-3) luxury brands you buy/have bought? ---	Luxury-General
In general: Second-hand luxury brands	Do you purchase any luxury brands second-hand? Why/ Why not? Yes, and I think there are many reasons. First of all, it's a bit more unique. There might not be that many pieces available in that specific clothing or brand. And also, it's a bit cheaper than buying it completely new. I don't know if that's the case. In all cases, but at least the ones I have bought. And also, I like that it has kind of a story to it. Not necessarily that I know this specific story but I know that someone has had it before and have been happy with it. And then, I don't know it just makes me feel good.	SH-Luxury SH-Luxury-Uniqueness SH-Luxury-rare.items SH-Luxury-price SH-Luxury-background.story SH-Luxury-feel.good
In general: Second-hand luxury brands	Tell me about some luxury brands you have purchased second-hand? I have bought Burberry and Yves Saint Laurent.	SH-Luxury SH-Luxury-Brands
In general: Second-hand luxury brands	Where do you normally buy second-hand luxury brands? a. Online, in-store? It's only been in store. So far, I think there's also a risk, both in store, obviously, and also online, that it could be fake. If you don't know how to tell the difference then there's always a risk, but it's easier to also check the quality and stuff like that in store. It's been just vintage stores, or secondhand stores.	SH-Luxury SH-Luxury-SH-Offline SH-Luxury-Online-risk

In general: Second-hand luxury brands	When purchasing second-hand luxury, where/how do you find inspiration? I think it started through Instagram and blogs. Now, especially Instagram, where I find a lot of inspiration, and I also follow some accounts that are very for vintage in general and also I forgot to mention a reason why I bought it, buy it is because it's also a bit more environmentally friendly, good for the planet and that makes me feel good. So yeah, I find some inspiration on Instagram, which is, I guess my main source of aware I also found out that I was into vintage. But there's also been developed a lot of selling online apps, but also tend to have a lot of vintage unique pieces,	SH-Luxury SH-Luxury-Inspiration SH-Luxury-Inspiration-Instagram SH-Luxury-Inspiration-Social.media SH-Luxury-Inspiration-Influencers SH-Luxury-Inspiration-selling.apps
Customer Journey: Second-hand luxury brands	Can you explain your customer journey when you buy second hand luxury? From to beginning to end. I think my first like real piece of secondhand luxury clothing was a Burberry trench coat. I bought that. When I was living in, in France, close to Paris and I also then saw a lot of people in trench coats and you could also tell a difference if they were sort of cheap or or not. In the quality. So I think also living there I found some inspiration and then it's a lot of vintage shops in Paris. And I found like a whole rack of Burberry and obviously there's something to a luxury brand that's cool and cool to have, which also caught my attention. And then I looked at the price, it was expensive, but a lot cheaper than. Then if you bought it new. And, yeah, I bought it them years ago now and I still wear it almost every day.	SH-C.Journey SH-Luxury-Inspiration-street SH-C.Journey-price SH-C.Journey-Inspiration SH-C.Journey-Trend
Customer Journey: Second-hand luxury brands	2. Where does it begin? Where do you get the motivation from? Where does your search begin? ---	SH-C.Journey SH-C.Journey-Motivation

<p>Customer Journey: Second-hand luxury brands</p>	<p>Tell us about the overall experience across the entire customer journey? How do you experience it?</p> <ul style="list-style-type: none"> · Did it match your expectations? · What emotions arise through this experience? <p>Yes, I'd say so I'm not sure back then, that I had a lot of expectations about that sort of clothing, but thinking about it now. I'd say yes, because if I'm thinking about or looking at buying a secondhand luxury. I know, because it's luxury, the quality is going to be good, but I'm also aware of the fact that it could be like stains on it or rips or tears here and there, which obviously matters a little bit but if there's, if it's not that big, then, then it's not a big deal. At least for me. Yeah, I think in that sense it match my expectations.</p> <p>Emotions: I guess, like being happy about buying it as an emotion, yeah. I don't regret it at all.</p> <p>Were you happy because it was a good deal or were you happy because it was like a nice coat jacket?</p> <p>I think both, but also just when I'm talking to people and for example we talked about clothing and brands and stuff and then if I talk about that specific coat, and like the deal I got it on. A lot of people are very surprised, but positive. Yep. That makes me a bit more proud of like owning it. Finding that deal, I guess, a small part of it is because it's a brand, but also that it's still working, and has some spots here and there. But I think that's just part of the story.</p>	<p>SH-C.Journey</p> <p>SH-C.Journey-Expectation</p> <p>SH-C.Journey-Emotion</p> <p>SH-C.Journey-Expectation-quality</p> <p>SH-C.Journey-Expectation-used</p> <p>SH-C.Journey-Emotion-happy</p> <p>SH-C.Journey-Emotion-good.deal</p> <p>SH-C.Journey-Emotion-proud</p>
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Brand Experience: Second-hand luxury brands	<p>In the next section we are going to ask you to reflect on one luxury brand you have bought second-hand.</p> <p>Tell me about one luxury brand you have bought second-hand?</p> <p>Hm, Burberry Trench Coat.</p>	<p>SH-Brand.Ex</p>
Brand-Experience: Second-hand - Sensory dimension	<p>How does the luxury brand appeal to your senses (sight, hearing, touch, smell, and taste)?</p> <p>I mean when touching it and like wearing it I, it's, it's not heavy, it's not light, either, which, like, then I can feel the quality. It's good. I mean Burberry also has the classic design of the squares, which is also, I've seen a lot of those jackets but I've also seen a lot of replicas, or copies, obviously. It smells like when you walk into any kind of store, but I sort of like that smell it's it's not too like harsh. I don't think it smells like that anymore. But I sort of wish it did, and it had that like, you know, Old smell from your grandparents or. Yeah. I first thought about that, but okay.</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Sense</p> <p>SH-Brand.Ex-Sense-Heavy</p> <p>SH-Brand.Ex-Sense-quality</p> <p>SH-Brand.Ex-Sense-classic.design</p> <p>SH-Brand.Ex-Sense-smell</p> <p>SH-Brand.Ex-Sense-nostalgic</p>
Brand-Experience: Second-hand - Affective dimension	<p>Does this luxury brand evoke any specific feelings and emotions?</p> <p>a. If yes, which feelings and emotions does it evoke?</p> <p>Actually now when I'm thinking about it somehow, it makes me think of my grandparents. But, but, I probably, I probably wouldn't think about that if it was new. I'd say that's also like sort of a good feeling. Yeah. Okay.</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Affect</p> <p>SH-Brand.Ex-Affect-good</p> <p>SH-Brand.Ex-Affect-nostalgic</p> <p>SH-Brand.Ex-Sense-nostalgic</p>

Brand-Experience: Second-hand - Behavioral dimension	<p>Does this luxury brand make you act in a certain way/participate in any specific actions? Explain</p> <p>a. If yes, how?</p> <p>I think if I understood the question correctly. I think it sort of makes me somehow act in a responsible way. In terms of, You know, the environment, buying secondhand. But I also. That's what I talked a bit about before I think a lot about those kind of buys, because I want them to last a long time. So, it's important to me that it can go with a lot of my other clothes. So it's kind of neutral and.</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Behavioral</p> <p>SH-Brand.Ex-Behavioral-responsible</p> <p>SH-Brand.Ex-Behavioral-careful</p> <p>SH-Brand.Ex-Behavioral-thinking.time</p>
Brand-Experience: Second-hand - Intellectual dimension	<p>Does this luxury brand make you reflect/think about anything specific?</p> <p>a. If yes, how?</p> <p>It definitely makes me think about sort of buying it brand new versus secondhand or vintage. Because, obviously, buying something new you. You have higher expectations and you know that it's not going to be any stains, which is something you don't really want, even if you're buying it secondhand hand. I'm not sure there's some things that attracts me more to the second hand clothes.</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Intellectual</p> <p>SH-Brand.Ex-Intellectual-expectations</p> <p>SH-Brand.Ex-Intellectual-background.story</p>
In general: First-hand luxury brands	<p>Do you purchase any luxury brands first-hand?</p> <p>a. Why, why not?</p> <p>Yes, I have actually several now that I think about it. For example, shoes, Why I was, it's been a few years but uh, at least back then I had a sort of mindset where anything brand, or that was expensive was very cool. And it gave you a sort of a status. I'd say in like the friend group or like just in general. Also remember walking past anyone who's not like a big luxury handbag or anything that was like whoa, I want that. So definitely, I guess, a pressure from like society or. Yeah.</p>	<p>FH-Luxury</p> <p>FH-Luxury-reputation</p> <p>FH-Luxury-status</p> <p>FH-Luxury-social.pressure</p>
In general: First-hand luxury brands	<p>Tell me about some luxury brands you have purchased first-hand?</p> <p>b. Is it any specific luxury brand you prefer?</p> <p>Michael Kors and Mulberry.</p>	<p>FH-Luxury</p> <p>FH-Luxury.Brands</p>

<p>In general: First-hand luxury brands</p>	<p>Where do you normally buy first-hand luxury brands? a. Online, in-store?</p> <p>In store. It is something special about going into a luxury brand store and it feels like a more whole experience, like it is special.</p>	<p>FH-Luxury</p> <p>FH-Luxury-SH-Offline</p> <p>FH-Luxury-SH-Offline-experience</p> <p>FH-Luxury-SH-Offline-special</p>
<p>In general: First-hand luxury brands</p>	<p>When purchasing first-hand luxury, where/how do you find inspiration?</p> <p>In Instagram, obviously, but also out on the streets, and magazines, if, if I'm reading those. A lot of commercials both online so many things or if you're, if you're reading like fashion magazines, a lot of inspo pictures, celebrities and having people who have like that high, high status. Yep.</p>	<p>FH-Luxury</p> <p>FH-Luxury-Inspiration</p> <p>FH-Luxury-Inspiration-Instagram</p> <p>FH-Luxury-Inspiration-magazines</p> <p>FH-Luxury-Inspiration-celebrities</p> <p>FH-Luxury-Inspiration-Peer-people</p>
<p>Customer Journey: First-hand luxury brands</p>	<p>Can you explain your customer journey when you buy first-hand luxury? From to beginning to end.</p> <p>All right, I'll go for the purchase of a Michael Kors bag. I'm mean, first of all I think I wanted it. Because, or wanted a, a luxury handbag because some of my friends have started getting one and then, you know, that was an age where you wanted what your friends have</p> <p>I remember it was in a mall where they have like a lot of different current brands and one. And remember being taken very good care of you felt like you were not maybe a celebrity, someone important. It was definitely a different kind of service, than you will get a fast fashion brands, which also made the buying experience very good.</p>	<p>FH-C.Journey</p> <p>FH-C.Journey-friends</p> <p>FH-C.Journey-service</p> <p>FH-C.Journey-felt.good</p>
<p>Customer Journey: First-hand luxury brands</p>	<p>Where does it begin? Where do you get the motivation from? Where does your search begin?</p> <p>---</p>	<p>FH-C.Journey</p> <p>FH-C.Journey-Motivation</p>

Customer Journey: First-hand luxury brands	<p>Tell us about the overall experience across the entire customer journey? How do you experience it?</p> <ul style="list-style-type: none"> · Did it match your expectations? · What emotions arise through this experience? <p>It matches the expectation. Yes. I think the expectations I had, of course you know the quality and stuff. Should be good and I've seen a lot in movies, that if you go into like luxury brands or get very good taken care of. So that was my expectations. And I also think I got that</p> <p>Yeah, I mean, I was happy, I think, very happy when I bought it wanted to use it straight away. I felt very proud as well. But it's also a happiness like kind of passes, also very fast, I mean you're still happy for it but you're not in the same like</p>	<p>FH-C.Journey</p> <p>FH-C.Journey-Expectation</p> <p>FH-C.Journey-Emotion</p> <p>FH-C.Journey-Expectation-match</p> <p>FH-C.Journey-Expectation-service</p> <p>FH-C.Journey-Emotion-happy</p> <p>FH-C.Journey-Emotion-excited</p>
Brand Experience: First-hand luxury brands	<p>In the next section we are going to ask you to reflect on one luxury brand you have bought first-hand.</p> <p>Tell me about one luxury brand you have bought first-hand?</p> <p>Michael Kors Handbag.</p>	<p>FH-Brand.Ex</p>
Brand Experience: First-hand - Sensory dimension	<p>How does the luxury brand appeal to your senses (sight, hearing, touch, smell, and taste)?</p> <p>It smelled like kind of fresh and new and you could smell the leather. I remember it was very, sort of like stiff, so you could tell that it hadn't been used or anything. I used it for school but also if I was going shopping school I had like a computer and a few books and there was a bigger sort of handbag</p> <p>It's like when I feel it and you know you can feel the kind of non soft leather, that it's not been used before. And also when you bought it, it doesn't have that old smell it has the you know the new fresh store leather smell. And there was no risks or stains or anything.</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Sense</p> <p>FH-Brand.Ex-Sense-smell</p> <p>FH-Brand.Ex-Sense-stiff</p> <p>FH-Brand.Ex-Sense-usage</p> <p>FH-Brand.Ex-Sense-fabric</p> <p>FH-Brand.Ex-Sense-clean</p>
Brand-Experience: First-hand - Affective dimension	<p>Does this luxury brand evoke any specific feelings and emotions?</p> <p>a. If yes, which feelings and emotions does it evoke?</p> <p>Yeah, I guess you feel, I guess I feel like a little bit more high class person</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Affect</p> <p>FH-Brand.Ex-Affect-high-class</p>

Brand-Experience: First-hand - Behavioral dimension	<p>Does this luxury brand make you act in a certain way/participate in any specific actions? Explain a. If yes, how?</p> <p>Yes, it's, it made me feel like you know a bit more popular and cool and then I wanted to wear it more at school and wear it if I was going to a dinner restaurant or go shopping and just kind of show it to people. I was asked. Yeah, and especially also if you were with friends who also had one of those brands or another brand. And the first one, definitely made us feel cooler, all. Yep.</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Behavioral FH-Brand.Ex-Behavioral-go.out FH-Brand.Ex-Behavioral-show.off</p>
Brand-Experience: First-hand - Intellectual dimension	<p>Does this luxury brand make you reflect/think about anything specific? a. If yes, how?</p> <p>Makes me think about that it's not fast fashion. It's sort of, I mean, even though they, they make many quantities, it's not that they make like millions of pieces and throw it out if people don't buy it. So that makes me think that it's good to support a brand, who is not into the fast fashion world.</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Intellectual</p> <p>FH-Brand.Ex-Intellectual-consumerism FH-Brand.Ex-Intellectual-fast-fashion FH-Brand.Ex-Intellectual-responsible</p>

<p>Comparison: Differences between first-hand and second-hand Customer Journey</p>	<p>How does the customer journey differ when purchasing second-hand vs. first-hand (from your perspective)?</p> <p>a. Please explain some specific touchpoints, what differs the most for you?</p> <p>Um, so, in my experiences. One by firsthand. I felt like I was more seen as a customer in the store because they focus really on you and help you with anything, or in the vintage stores or secondhand stores, I've been to one buying those pieces of both luxury pieces. There hasn't been that much. Focus on me as a customer, it's been more like there's a bunch of other people there there's a bunch of other groups there, which is also okay but I guess it makes you feel but less like people are there to ask if you have any questions about the product. Yeah, bit more messy.</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-CJ</p> <p>FH.vs.SH-Compare-CJ-FH:service</p> <p>FH.vs.SH-Compare-CJ-FH:positive-experience</p> <p>FH.vs.SH-Compare-CJ-SH:Messy</p>
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<p>Comparison: Differences between first-hand and second-hand - Customer journey</p>	<p>How does the overall experience across the entire customer journey differ?</p> <ul style="list-style-type: none"> - Do you have different expectations for the journey when purchasing first-hand luxury vs. second-hand luxury? <p>I would think that they would focus a bit more on the customer like they do know when buying it firsthand. If it's smaller and customers and less and less clothing, and shelter are like on the tables. But that is not an experience I've had so far at least maybe an expectation, because it is a luxury brand, even though it's secondhand.</p> <ul style="list-style-type: none"> - What different emotions arise through the experience first-hand vs. second-hand? <p>I think when buying it. I you know I'm happy like either way because it's the product I want. But when buying a secondhand piece. I know kind of that it has a story to it, and that it's better for the environment to buy something that's already been used, but it's not a new production. But I think that way it makes me feel a bit more satisfied. And not only happy when I'm buying it. I know that I'm still going to be satisfied in five years</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-CJ-Expect</p> <p>FH.vs.SH-Compare-CJ-Emotions</p> <p>FH.vs.SH-Compare-CJ-Expe-customer.centric</p> <p>FH.vs.SH-Compare-CJ-Expect-SH:luxury-high</p> <p>FH.vs.SH-Compare-CJ-Emotions-both:happy</p> <p>FH.vs.SH-Compare-CJ-Emotions-SH:story</p> <p>FH.vs.SH-Compare-CJ-Emoti-SH:sustainability</p> <p>FH.vs.SH-Compare-CJ-Emotions-responsible</p> <p>FH.vs.SH-Compare-CJ-Emotions-SH-satisf:long.time</p>
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Comparison: Differences between first-hand and second-hand - Sensory	<p>When comparing first-hand and second-hand luxury brands, how does it differ in appealing to your senses?</p> <p>I think the quality lives up to standards. With the second hand had a few stains. They didn't show a lot, but it had a few spots when I bought it. And I've tried to deliver it to one of those. Winning dry cleans, I think, yeah, right, clean, dry, dry cleaners. Yep. And they didn't really get things. But I think if I had if that was a first hand coat, and I spilled something on it and then I delivered delivered it to dry cleaning, I think the stains would more easily come off because they, they haven't been there for that long. So in that case you know the quality like that is a bit I guess worse, with those two products.</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-Brand.Ex</p> <p>FH.vs.SH-Brand.Ex-Sensory</p> <p>FH.vs.SH-Brand.Ex-Sensory-Both:quality</p> <p>FH.vs.SH-Brand.Ex-Sensory-SH:used</p>
Comparison: Differences between first-hand and second-hand - Affective	<p>Does second-hand vs. first-hand luxury brands evoke different emotions and feelings?</p> <p>No, I think it relates a bit back to like are the second hand. I don't feel as guilty for buying second hand because it's not new, so I know that's better for the environments, which I'm now thinking more about. So I guess Yeah, it's I, it's very similar like the satisfaction.</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Brand.Ex-Affective</p> <p>FH.vs.SH-Brand.Ex-Affective-SH:responsible</p> <p>FH.vs.SH-Brand.Ex-Affective-SH:sustainability</p>
Comparison: Differences between first-hand and second-hand - Behavioral	<p>Behavioral: Differences</p> <p>Okay, That's also relatable to you know the environment. Yeah, with a second hand, being a bit more responsible consumer.</p> <p>Yeah. Do you still feel like it's better to buy first hand luxury than buying fast fashion.</p> <p>It's more responsible. Yes. Okay, so it's not like it's fast fashion. Yes. Yeah, I think so, but it's easier to buy fast fashion. Yeah because it's cheaper. Yeah. Yeah. But then, as the years go by, I would want to invest more in something. Yeah, not only because of the quality but the uniqueness, but also the environment.</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Brand.Ex-Behavioral</p> <p>FH.vs.SH-Brand.Ex-Behavioral-responsible</p> <p>FH.vs.SH-Brand.Ex-Behavioral-investment</p>
Comparison: Differences between first-hand and second-hand - Intellectual	<p>Intellectual: Differences</p> <p>Yeah, I can't think of anything else.</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Brand.Ex-Intellectual</p>

		FH.vs.SH-Brand.Ex- Behavioral-Responsible
Comparison: Differences between first-hand and second-hand	Do you experience any differences with the brand when purchasing first-hand luxury vs. second-hand luxury? ---	FH.vs.SH-Compare FH.vs.SH-Compare-Brand.Ex
Comparison: Differences between first-hand and second-hand	Do you feel something happens to the brand when you buy it second-hand vs. first-hand? I don't think I've thought about it that much when buying firsthand or secondhand. But I think, I mean, obviously the value, like the, the, the financial value of a secondhand piece drops, obviously, but I think the sentimental value is, is higher at least for me, so it's more because unique, and yeah, it has a story to it.	FH.vs.SH-Compare FH.vs.SH-Compare-Brand.Ex FH.vs.SH-Compare-Brand.Ex-SH:financial.value FH.vs.SH-Compare-Brand.Ex-FH:sentimental.value FH.vs.SH-Compare-Brand.Ex-SH:uniqueness FH.vs.SH-Compare-Brand.Ex-SH:story
Comparison: Differences between first-hand and second-hand	What do you feel about people buying the same luxury brands that you purchase first-hand, second-hand? Actually, it makes me feel that, you know, happy about it that it's been maybe this in this many years and now it's kind of a turning in the circle, if you know. So I think that's a good thing. And then I also know if I still have that piece, then the value of my piece can also increase.	Attitude-towards-SH Attitude-towards-SH-happy Attitude-towards-SH-resell

Appendix 9

Interview G - Transcribed and Coded version of Interview

Interviewer:

Yes, I want to start out with saying thank you for participating. And yes, if it's OK if we can record the interview and reflect on it in our master thesis project.

Respondent:

Yes, that's OK.

Interviewer:

And if there's any questions you don't want to respond to, just let us let us. Fine, and the topic for the interview is luxury brands, both secondhand and first hand, and where we would like to know about your experience with secondhand luxury. And to clarify, when talking about secondhand, we talk about both the 2nd and the vintage market.

OK, so start up you can you tell me your name, your age, your nationality, and what you do for a living?

Respondent:

Yes, my name is Line, I'm 26 years old, I'm Norwegian and I work as an editor/journalist.

Interviewer:

OK, and then we're going to start with some general questions. What is luxury apparel for you?

Respondent:

First of all, I'm probably thinking about like high end clothing brands, like very expensive both in clothing, but also maybe mostly in bags and shoes. Like that that's the first thing that comes to mind. Yes, it's clothing and shoes and jewelry. Of course watches. Yeah yeah.

Interviewer:

So do you purchase any luxury apparel brands, both secondhand and first hand?

Respondent:

Yes, I do. I'm not this crazy big shopper, but I like to when I feel especially when it comes to like. Bags, handbags, shoes, stuff that I want to last a while. I would rather buy a few things, then a lot and then I like to buy more expensive. It's not that often, but when I'm first I'm gonna buy a new pair of shoes or. Or something that's not just like the regular everyday shoes, but something more special. Something I save up to. I like to buy more luxury because of quality and that it's timeless. Yeah, that was kind of it.

Interviewer:

Next question was is which is how often or when do you purchase luxury brands?

Respondent:

Well, it depends. Like in 2020, not that much right? I think like the rest of us. The shopping yeah went down, especially in clothes and stuff because, well, you don't need it. But normally it's like. When I've saved up for something that I wanted for a long time, and that depends like how frequent I buy something. I don't buy a new luxury bag every other month. It's more rare than that.

Interviewer:

And then what kind of luxury goods have you purchased? Like is it clothes or bags?

Respondent:

It's maybe a wide range, a couple of pair of shoes, bags and handbags, and some jewelry. And also clothes yeah like dresses and jackets.

Interviewer:

Yeah and then can you tell me about some one to three luxury brands you have bought? Or you usually buy?

Respondent:

Often you kind of have some brands that you buy more from than others, so I own a lot from Valentino. Several items, both shoes and handbags, and some bracelets. And I also have a pair of Jimmy Choo, also have some bags from Alexander Wang.

Interviewer:

And then we're going to talk specifically about secondhand luxury brands. Do you purchase any luxury brands secondhand?

Respondent:

Yeah I have. But not that often.

Interviewer:

Yeah, why?

Respondent:

Well it depends. Is like when I go abroad to shop, I often want to try to find vintage or very good secondhand stores, but sometimes, and sometimes I do and I find it really nice, because here in Norway it's not that the good market for it, at least no physical boutiques.

But when I'm abroad I can find it, but often I can also find vintage stores so overwhelming it's a chaos, right?

It's a lot of stuff and they only have one thing in one size. And then I think it's like. It's not that easy to find stuff and I'm a little impatient, so sometimes it's better just by its new. I know exactly the size, I get it in the box and everything is fine. Then search and look in, navigate through all the chaos. Sometimes I'm not that good at that. I don't like the chase for the goods I'm going to buy. I just like OK I want it. I'm going to buy it. It's as simple as that, and yeah, and. And that also can be. The same for like online shopping. If I'm going to buy something that expensive, I'd like to feel it. Look at it. And sometimes I might be a little sceptical. Also, even if it's really good quality, and even if I can save a lot of money, and it's good for the environment, and stuff if I'm first going to buy something really expensive, I kind of want it perfect. That also comes. Yeah, is a part of it.

Interviewer:

Could you tell me about some luxury brands you have purchased secondhand,

Respondent:

Yes, let's see how it's been awhile now, but I don't know if it's like luxury, but there's some acne clothing and shoes and a jacket. I think there's a pair of shoes I bought. What was that brand. Louboutin.

Interviewer:

And yeah and the next one is where do you normally buy secondhand luxury brands? Is it online or usually in store?

Respondent:

If I buy, it's usually in store.

Interviewer:

And when you purchase secondhand luxury, where or how do you find inspiration for it?

Respondent:

Usually online like most things I buy, if it's second hand or brand new, I usually see it online first, either like in commercial, such as popping up or on Instagram, And then I go to the store and buy stuff. So often it's that way or when it comes to 2nd and I used to buy it in store, right and then you often don't know what they have. So then it's like impulse buy.

Interviewer:

Yeah, OK. So the next part is about your customer journey. So can you explain if you choose like one of the brands of products you bought secondhand, can you explain your customer journey when you buy go and buy it from the beginning to end?

Respondent:

I bought the pair of shoes from Louboutin. It's many years ago I was in Copenhagen and in advance I checked out. If there were any good vintage stores around so that I did that research before I went on vacation. And looked it up, a pinpointed, some stores I wanted to stop by, and by now I didn't have like a certain plan or I want to buy that. I want to look for a special item. I think I was like, if I find a great pair of shoes I would like to buy it, but I didn't have like a plan on which kind of shoes or anything. But then I looked up from the stores. And then one day we, it was kind of like a shopping day and then went to the different stores. And then like very open minded really because I'm not quite sure what I'm actually looking for. And then yeah open minded. Trying on some stuff, mostly it's not in the right size, of course, because they only have one pair of it. Ann, and then I finally found the pair. That's both my size and I also thought the price was good. The condition of the shoes were good. Yes so, but I also think I kind of like put it on hold and then went to the final store that I also had on my list just to see if there were something better which it wasn't. So I went back.

Interviewer:

Good, can you say something about like after you bought them? How like how do you feel about it now?

Respondent:

Often if I buy if I feel like I did a good deal, I always feel great about it. Still, it was an expensive pair of shoes. It felt like I had done a good deal right because if I had bought and knew they would have been much more expensive. They looked kind of brand new, so the conditions were great. And yeah, it makes me feel really good about. Uh, the by, and also because I've done. I'd used sometime in advance, right to research and then look in different stores so it kinda like I'm happy that it resulted in an actual by yeah yeah. Happy with that.

Interviewer:

That's good, OK. So if you can overall like say, how you've experienced this secondhand customer journey. And they did match your expectations and what kind of emotions do you remember arise through this experience?

Respondent:

It's kinda like it all depends. It's all depending on whether or not you're ending up buying something. If not, I would have been like a lot of wasted time, maybe felt a little bit down like, oh, I really wanted to find something I didn't, but since I did I was like OK. It was a good experience. It's kind of fun to go in vintage and secondhand stores if they're not too chaotic like I'm mentioning before. So yeah, I felt since it had a positive outcome. I also had like have times where I didn't find anything. Then it's not that fun and it felt like I wasted 3

hours of my day and they often like spread around the towns we have to walk a lot and if you can't find anything it's kind of like depressing so but this time it ended well and then yeah, very positive. Experience good.

Interviewer:

OK, so in the next section we're going to talk and reflect more over the brand that you bought. So just continue with the same brand. So yeah, can you tell me how this luxury brand or luxury product brand appeal to your senses? Meaning sight, hearing, touch, smell or taste?

Respondent:

Well, this is like a pump shoe like a party issue right? And I for me those shoes kind of represent. It's very. It's a very special issue and it's also represent power and it's like it's very beautiful, right? And it's also comfortable. Of course The Walking because of quality of the leather and everything like that.

So it both has like this visual like this is a beautiful in this particular is beautiful shoe and also the brand you know with the red sole underneath is a quite. Known and it has a quite symbolic affect as well. Example everybody who knows. Shoes knows that Louboutin if you see the red sole everybody says oh, this is an expensive shoe and so it also have that affect. Besides that, it's just a beautiful shoe

Interviewer:

OK, but does this brand of evoke any specific feelings or emotions?

Respondent:

Yeah, it's well. I'm not a rich person I have to work hard for my money so it like ever since I was a little girl I saw rich celebrities wear these kind of shoes and I thought well I could never afford something like that so when I'm now grown up work hard earn my own money I can finally buy it. I kind of feel like. It makes me also feel like yes, I made it. It's kinda like OK, I can afford to buy stuff like that for myself and that also kind of makes me a bit proud because I didn't. Nobody handed me the money I had to work for it. And then I decided, OK, I think it's worth the money to buy it and then it can also make me feel a little proud not to like. Oh yeah, look at me. I have these shoes, but for a feeling inside myself, I'm actually. I have the possibility to buy things I really, really want. Thanks to all the other stuff I do in my life. Yeah good.

Interviewer:

OK, so does this luxury brand make you act in a certain way or participate in any specific actions. This could be like I bought these shoes. Now I want to party more or I want, to take care of my stuff more because I now have purchased more luxury brands or anything like that is related to a behavioral thing.

Respondent:

Yeah, of course, I'm very careful always when I have expensive things, but not that careful. I'm in like the state of mind that if you're buying something that's very expensive and then you're like super nervous all the time and all don't ruin it. then you bought something too expensive. Either it's a furniture or shoes you have to buy it to use it, and if you don't dare to use it, it's too expensive for you. So, but I'm sure I'm I'm careful. Take good care of my things. Uh, and of course, with a pair of shoes like that, I would like it makes me go on a mental journey like OK if I buy these shoes, I'm gonna go to Hotel Britannia. This five star hotel here in rhodheim look really posh, drink champagne and yeah. And then it's like OK, Now I have the shoes to go to a certain events. And feel good and feel like I fit in in some event or place, or yeah.

Interviewer:

Good and the next one is does this luxury brand make you reflect or think about anything specific? Reflecting on price or just that you bought it secondhand, make it make you think about consumerism or make you want to try out new styles or anything.

Respondent:

I never buy really expensive things without thinking about the price because of course if I buy this I have to cut back on something else. Price is always a part of the thought process and of course like I I will be the first to admit that like the environment in like the consumer part of it isn't that present for me. It's if I'm able to buy something secondhand, I'm it feels good, but I'm it's not essential for me when I'm doing a purchase, so it's just like a added bonus, but it's not something that I'm very strict about, right? But of course I'm when I'm able to buy something secondhand that comes to mind as well.

Interviewer:

Yeah. Yep, that's good. OK so and just to sum up this part, how overall, how do you experience the brand that you purchased?

Respondent:

I'm happy that the quality of the shoes is good. I have to say this is many years ago, so I've already sold the shoes secondhand again, right? It has another owner now because it's not my style anymore at that time. I thought they were beautiful and perfect and just yeah, I was very pleased with the buy an I did. I speak just because I didn't wear it anymore because they were in my style. I never regret it. Just I know it's a quality. I treated it well so it was possible for me to sell it to someone somebody else. And then I gotta. A few bucks back. So All in all a very pleased yeah good.

Interviewer:

OK the next part will be almost the same. Just be about first hands instead of a second. OK, so do you purchase any luxury brands first hand and why if you do.

Respondent:

Yeah, it's kinda like I mentioned earlier that I bought several shoes, bags, clothing, jewelry, first hand. And mostly because I've seen something that I really, really want an it feels good to save for something and then finally buy it. And then the excitement you feel afterwards is also part of the process. The bonus, and like in general, if I'm just if I'm gonna buy a handbag, I want quality. I don't want something that's gonna rip and be destroyed after Six months I want something I can use for a long time, and so that's.

Interviewer:

Can you tell me about some luxury brands you had purchased first hand.

Respondent:

Yeah, then it's like all their Valentino stuff. Alexander Wang bags in a bag and Jimmy Choo. Yeah yeah, all of them are first.

Interviewer:

And then is it any of these brands that you specifically prefer?

Respondent:

Oh yeah, well for a while it was absolutely Valentino and I have several items from them, so that's kind of my style. But also Alice Alexander Wang. It's also a simple minimalistic. I'm not that if I'm gonna buy a luxury. I

don't want it to be flashy with the logo everywhere and I would like to be a little bit more so subtle. So in that way Alexander Wang is a good brand for me. Yeah.

Interviewer:

Where do you normally buy firsthand luxury brands online or in store or both?

Respondent:

Uh, if I can find it in store, I rather go and buy it there because I want to see it with my own eyes feel how it, yeah, the quality and everything. But also if I see something online I can only I can return it if I don't like it as well. So if I can't find it here where I live, I order online, yeah?

Interviewer:

And when you purchase first hand luxury, where or how do you find inspiration for that?

Respondent:

An it's probably a lot of the same as with secondhand. It's usually when I see other people wear it in real life, but I would say most of the time it's probably a Instagram online. TV commercials yeah. The mostly online in different channels.

Interviewer:

Yeah. So in the next we're going to talk about the customer journey again and you can choose whichever product and brand that you want to talk about now. You have purchased and if you can explain your customer journey when you buy first-hand luxury from beginning to end.

Respondent:

Yes, OK. yeah we can take the Valentino shoes then. Often I should also mention this. It isn't always that I've been being exposed of a thing and then I want it off and it it comes from a need, right. I need a pair of black pumps was kind of the start up this time and I looked around a bit. Didn't really know what I wanted, but I wanted anyone wanted quality and some like a pair of shoes I could have for a couple of years. And then if I can remember, it was just at random, one of the luxury stores here in Norway, which also have two stores. Here in Trondheim they posted, I follow them on Instagram. Uh, and then, uh, this pair of shoes came up in the feed and I was just like, OK, maybe this could be, uh, the ones I was looking for. And then and so I looked. So I told my Instagram post then went to Google Googled The shoes, looked at the different colors at the height of the heel. Kind of like more research into this specific product. Uh, and then, uh, I knew they had it in store here in the city. So I after that went to the store. Try them on, took a look up but I didn't buy them. Straight away I had to think about it for a bit. often do if if possible and I like to try it and then go home. And if it still feels good in a day or two, I know that I want it. So just to try to eliminate like this impulse things so. Yeah, and then I went home and I thought a lot about them and I felt yeah, this is the shoe for me. So then I went back. Had to deliberate a bit with some girlfriends in what color to choose. Because it was like OK Black or another colour. Both is like basic shoes, good to have but. We all agree that Black was my color an I agreed as well and then yeah then I bought them. And then I also went straight to like this shoe fixer. Because yeah, because the store said and they did it for me for free to make it like a small extra. Underneath the toes to protect like the bottom of the shoes. So I also did that as kind of their journey before I started using them OK.

Interviewer:

Nice. So overall, the experience of this first hand customer journey, did it match your expectations and any emotions that arose through the experience.

Respondent:

Yeah, I think it lived up to the expectations. Good service your of course you expect the great service when you're in a luxury store, And of course, the same feelings now like. OK, this is a pair of very expensive shoes. Is it worth it? Is this the one, Is there any other that's a better fit? Yeah, and the consideration with color and everything. So yeah it. It's kind of like a bit like back and forth back and forth process in my hand, but that's like that's just how I'm thinking when I before I like to make informed choices, I'm not like this. OK about it.

Interviewer:

Good, and then we're gonna talk more in an reflect more over the brand that you bought an.
Yeah, does this luxury brand appeal to your senses, sight hearing, touch, smell and taste.

Respondent:

Ann, for me it's like both. I know it's it's very good quality. It's Italian leather. I've tried a couple of pair of similar shoes in the past that my girlfriends have an I knew like there are amazing to walk in so I knew like both quality and it's comfortable an. Yeah, and the question again yeah, sight hearing touch smell yeah so and they are very visual. It's like they're not that basic. They have like these studs. Yeah, so they're like very like Classic Basic but with a little bit extra and that makes me I'm a very basic person but I like to have. Maybe a little bit, but not too much.

Interviewer:

Does this luxury brand evoke any specific feelings and emotions for you?

Respondent:

Yeah, I'm again proud to be able to own and buy something like this for myself. I also feel pretty while wearing them. I feel classy.

Interviewer:

Does this luxury brand make you act in a certain way or participate in any specific actions?

Respondent:

Well, this is quite similar, like with the Louboutin shoes and of course I take good care of them and I love to wear them. Going out to parties, eating date, night out on restaurants. Uhm? Yeah, it kind of. I'm not saying that the shoes make me go out, but when I go out to shoes make me comfortable and more confident when I out because I feel that I look good in that.

Interviewer:

So yeah, and does this luxury brand make you reflect or think about anything specific.

Respondent:

And again, the price of course like is it crazy to spend all this money on a pair of shoes? But I would say it's worth it for me. I don't know, not that much. Other than that I feel blessed and lucky.

Interviewer:

Yeah yeah, OK. So the last part we're going to compare your second hand experience with the first time experience and then first looking at the customer journey. If you can reflect over the customer journey differ when purchasing secondhand versus first hand from your perspective.

Respondent:

I think that that first hand Journey is much more chill simple. Then I do quite a bit of research in that journey as well. But then I kind of know what I'm getting right in the second hand, it's just like. OK, I'm not even sure what I'm gonna find and if I'm finding it, is it the right size? Is it the right price? Like in the first hand journey I have all

of the information in beforehand, so it's easier to know what I'm getting to know the outcome. Yeah, so in that way I prefer to buy something that's new. But then again, you don't have the same feeling, uh? Like discovering something like finding a treasure like wow. This was a lucky wow I made. Yeah, by so that's kind of maybe the fun part with the other one.

Interviewer:

Yeah, yeah. Good and then the overall experience across this. These customer journeys. Do you have any different expectations for the first hand versus the second hand or different emotions through the different journeys?

Respondent:

Yeah, like in the first time I expect. Maybe I expect more of the service as well. I expect more of the knowledge, I expect more of the customer treatment and everything. On the second hand, I can kinda. Understand that they don't know exactly how old things is, and you know, different expectations there, but I have the same expectation is like you have to know what you are selling me since it is so expensive of course. And the feeling I don't know. Sometimes I don't feel like I really fit in in this high end luxury stores, so I can sometimes afford to buy some things. I'm not super wealthy and can buy everything off the shelves. And sometimes I feel like persons who work in like stores when they sell new luxury Can also have this way about them that they are kind of like you know with their nose up in the air. I get that with most of their customers maybe is like that as well, but for me I don't always feel that good in this kind of stores. Then I feel like I have to dress up to go shopping, right? Yeah, I don't have the I don't feel the same when I'm in a second hand store.

Interviewer:

Good and then if you can compare your first hand the first time brand with a second hand luxury brand if it differ in any way appealing to your senses, then the smell and all that.

Respondent:

Uh, no, I think when I held it in my hand the first time and were like considering to buying it. I think it is kind of the similar feelings. Except that with the first one also the second hand brand is just like a more of a feeling of discovery like wow. Like on the Valentino shoes. I already knew, so it's just like OK, here it is. Is it as beautiful as I thought it would be, right? Yeah, just might be the difference.

Interviewer:

Does it evoke any different emotions and feelings and comparing the two,

Respondent:

Yeah, that it will be much of the same there.

Interviewer:

And if you make makes you act in a different way, comparing this second hand with the first hand products.

Respondent:

No, I don't think so. I don't think it's like a less cool thing to buy second hand so it would be like I felt like Oh no, I couldn't wear this or Oh no, it's embarrassing about something that's not yeah, OK, I would treat it very yeah.

Interviewer:

So when you go out wearing all the second hand shoes does it make you feel? This same proud or as cool as you did when you wear your first shoes?

Respondent:

Yeah, if it if it. If they both look good, right And then the look of them that it doesn't look like all the worn out shoes. Yeah I I would be just as proud and maybe even more if if I'm lucky and the seller told me a good story about the shoes like oh they were owned by or you know it was this 80 year old Woman who delivered it then? It's like a funny story behind the product. Yeah, it would be. Just add an extra positive

Interviewer:

And then if it makes you think or reflect anything specific different when you look at the two second and first hand products.

Respondent:

Yeah, and it's kind of like the same feeling stuff like Oh yeah, I was lucky with the second hand buy it was like wow, that was a great buy. I was lucky to stumble across to this this pair of shoes an rather thinking. Yeah, it's just another thing I bought that was very expensive and I had to consider it a lot with the first hand,

Interviewer:

Do they experience any differences with a brand if you purchase this first hand versus secondhand? Difference is if I buy new or secondhand

Respondent:

well it depends, like of course the state of when you buy a luxury item knew you get like often like this certification paper, the bag everything that comes with it like the original wrapping and everything that might not be able you. You might not be able to do that in a second hand store, right? But how important is that right? But it kind of feels good when you first buy like something for you, know 10s of thousands of. It's nice to have like everything in place that you have the correct papers that we can prove that it's the real thing and yeah, so that's kind of a different.

Interviewer:

And Lastly, what do you feel about people buying the same luxury brands that you have purchased first hand secondhand?

Respondent:

I think they probably did a better deal than me. If the if they look just as good and They're not to destroyed, I think like, OK, uh, sucks for me I paid the full price for something that's looks exactly similar and I could have paid less.

Interviewer:

OK, that was all that was all.

Coding of Interview G

Themes	Questions	Codes
Luxury general	<p>What is luxury apparel for you?</p> <p>First of all, I'm probably thinking about like high end clothing brands, like very expensive both in clothing, but also maybe mostly in bags and shoes. Like that that's the first thing that comes to mind. Yes, it's clothing and shoes and jewelry. Of course watches.</p>	<p>Luxury-General</p> <p>Luxury-General-High-end</p> <p>Luxury-General-price</p>
Luxury General	<p>How often/When do you purchase luxury brands (both second-hand and first-hand)?</p> <p>Well, it depends. Like in 2020, not that much right? I think like the rest of us. The shopping yeah went down, especially in clothes and stuff because, well, you don't need it. But normally it's like. When I've saved up for something that I wanted for a long time, an and that depends like how frequent I buy something. I don't buy a new luxury bag every other month. It's more rare than that.</p>	<p>Luxury-General</p> <p>Luxury-General-saving</p> <p>Luxury-General-rare.purchase</p>
Luxury General	<p>What kind of luxury goods have you purchased?</p> <p>It's maybe a wide range, a couple of pair of shoes, bags and handbags, and some jewelry. And also clothes yeah like dresses and jackets.</p>	<p>Luxury-General</p>
Luxury General	<p>Do you purchase any luxury apparel brands (both second-hand and first-hand)?</p> <p>Yes, I do. I would rather buy a few things, then a lot and then I like to buy more expensive. It's not that often, but when I'm gonna buy a new pair of shoes or something that's not just like the regular everyday shoes, but something more special and something I save up to. I like to buy more luxury because of quality and that it's timeless.</p>	<p>Luxury-General</p> <p>Luxury-General-timeless</p> <p>Luxury-General-Timeless</p> <p>Luxury-General-special</p>

<p>Luxury General</p>	<p>Tell me about some, (1-3) luxury brands you buy/have bought?</p> <p>Often you kind of have some brands that you buy more from than others, so I own a lot from Valentino. Several items, both shoes and handbags, and some bracelets. And I also have a pair of Jimmy Choo, also have some bags from Alexander Wang.</p>	<p>Luxury-General</p> <p>Luxury-General-Brands</p>
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<p>In general: Second-hand luxury brands</p>	<p>Do you purchase any luxury brands second-hand? Why/ Why not?</p> <p>Yeah I have. But not that often.</p> <p>And well it depends. It's like when I go abroad to shop, I often want to try to find vintage or very good secondhand stores, but sometimes, and sometimes I do and I find it really nice.</p> <p>Often I can also find vintage stores so overwhelming it's a chaos, right? It's a it's a lot of stuff and they only have one thing in one size. And then I think it's like. It's not that easy to find stuff and I'm a little impatient, so sometimes it's better just by its new. I know exactly the size, I get it in the box and everything is fine. Then search and look in, navigate through all the chaos. Sometimes I'm not that good at that. I don't like the chase for the goods I'm going to buy. I just like OK I want it. I'm going to buy it. It's as simple as that, and yeah, and. And that also can be. The same for like online shopping. If I'm going to buy something that expensive, I'd like to feel it. Look at it. And sometimes I might be a little skeptical. Also, even if it's really good quality, and even if I can save a lot of money, and it's good for the environment, and stuff if I'm first going to buy something really expensive, I kind of want it perfect.</p>	<p>SH-Luxury</p> <p>SH-Luxury-messy</p> <p>SH-Luxury-uncertainty</p> <p>SH-Luxury-skeptical</p> <p>SH-Luxury-chase</p>
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<p>In general: Second-hand luxury brands</p>	<p>Tell me about some luxury brands you have purchased second-hand? a. Is it any specific luxury brands you prefer?</p> <p>Yes, let's see how it's been awhile now, but I don't know if it's like luxury, but there's some Acne clothing and shoes and a jacket. I think there's a pair of shoes I bought. What was that brand. Louboutin.</p>	<p>SH-Luxury</p> <p>SH-Luxury-Brands</p>
<p>In general: Second-hand luxury brands</p>	<p>Where do you normally buy second-hand luxury brands? a. Online, in-store?</p> <p>If I buy, it's usually in store.</p>	<p>SH-Luxury</p> <p>SH-Luxury-SH-Offline</p>
<p>In general: Second-hand luxury brands</p>	<p>When purchasing second-hand luxury, where/how do you find inspiration?</p> <p>Usually online like most things I buy, if it's second hand or brand new, I usually see it online first, either like in commercial, such as popping up or on Instagram, And then I go to the store and buy stuff. So often it's that way or when it comes to 2nd and I used to buy it in store, right and then you often don't know what they have. So then it's like impulse buy.</p>	<p>SH-Luxury</p> <p>SH-Luxury-Inspiration</p> <p>SH-Luxury-Inspiration-social.media</p> <p>SH-Luxury-Inspiration-Instagram</p> <p>SH-Luxury-Inspiration-impulse</p>

<p>Customer Journey: Second-hand luxury brands</p>	<p>Can you explain your customer journey when you buy second hand luxury? From to beginning to end.</p> <p>I bought the pair of shoes from Louboutin. It's many years ago I was in Copenhagen and in advance I checked out. If there were any good vintage stores around so that I did that research before I went on vacation. And looked it up, a pinpointed, some stores I wanted to stop by, and by now I didn't have like a certain plan or I want to buy that. I want to look for a special item. I think I was like, if I find a great pair of shoes I would like to buy it, but I didn't have like a plan on which kind of shoes or anything. But then I looked up from the stores. And then one day we, it was kind of like a shopping day and then went to the different stores. And then like very open minded really because I'm not quite sure what I'm actually looking for. And then yeah open minded. Trying on some stuff, mostly it's not in the right size, of course, because they only have one pair of it. Ann, and then I finally found the pair. That's both my size and I also thought the price was good. The condition of the shoes were good. Yes so, but I also think I kind of like put it on hold and then went to the final store that I also had on my list just to see if there were something better which it wasn't. So I went back.</p> <p>End of journey: if I feel like I did a good deal, I always feel great about it. Still, it was an expensive pair of shoes. It felt like I had done a good deal right because if I had bought and knew they would have been much more expensive. They looked kind of brand new, so the conditions were great. And yeah, it makes me feel really good about. Uh, the by, and also because I've done. I'd used sometime in advance, right to research and then look in different stores so it kinda like I'm happy that it resulted in an actual by yeah yeah. Happy with that</p>	<p>SH-C.Journey</p> <p>SH-C.Journey-research</p> <p>SH-C.Journey-no.plan</p> <p>SH-C.Journey-open.minded</p> <p>SH-C.Journey-selection</p> <p>SH-C.Journey-treasure-hunt</p> <p>SH-C.Journey-good-deal</p> <p>SH-C.Journey-looks.new</p> <p>SH-C.Journey-research.paid.off</p>
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Customer Journey: Second-hand luxury brands	Where does it begin? Where do you get the motivation from? Where does your search begin? ---	SH-C.Journey SH-C.Journey-Motivation
Customer Journey: Second-hand luxury brands	Tell us about the overall experience across the entire customer journey? How do you experience it? <ul style="list-style-type: none"> · Did it match your expectations? · What emotions arise through this experience? <p>It's kinda like it all depends. It's all depending on whether or not you're ending up buying something. If not, I would have been like a lot of wasted time, maybe felt a little bit down like, oh, I really wanted to find something I didn't, but since I did I was like OK. It was a good experience. It's kind of fun to go in vintage and secondhand stores if they're not too chaotic like I'm mentioning before. So yeah, I felt since it had a positive outcome. I also had like have times where I didn't find anything. Then it's not that fun and it felt like I wasted 3 hours of my day and they often like spread around the towns we have to walk a lot and if you can't find anything it's kind of like depressing so but this time it ended well and then yeah, very positive. Experience good.</p>	SH-C.Journey SH-C.Journey- Expectation SH-C.Journey-Emotion SH-C.Journey- Expectation- positive.outcome SH-C.Journey-Emotion- fun

<p>Brand Experience: Second-hand luxury brands</p>	<p>In the next section we are going to ask you to reflect on one luxury brand you have bought second-hand.</p> <p>Tell me about one luxury brand you have bought second-hand?</p> <p>Pump shoe from Louboutin.</p> <p>Summary of brand experience: I never regret it. Just I know it's a quality. I treated it well so it was possible for me to sell it to someone somebody else. And then I gotta. A few bucks back. So All in all a very pleased yeah good.</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-resell</p> <p>SH-Brand.Ex-quality</p>
<p>Brand-Experience: Second-hand - Sensory dimension</p>	<p>How does the luxury brand appeal to your senses (sight, hearing, touch, smell, and taste)?</p> <p>Well, this is like a pump shoe like a party shoe right. And for me those shoes kind of represent luxury. It's very. It's a very special shoe and it's also represent power an and it's like it's very beautiful, right. And it's also comfortable. Of course The walking because of the quality of the letter and everything like that.</p> <p>So it both has like this visual like this is a beautiful in this particular is beautiful shoe and also the brand you know with the red sole underneath is a quite. Known and it has a quite symbolic affect as well. Example everybody who knows. Shoes knows that Louboutin if you see the red soul everybody says oh, this is an expensive shoe and so it also have that affect. Besides that, it's just a beautiful shoe</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Sense</p> <p>SH-Brand.Ex-Sense-feel.luxury</p> <p>SH-Brand.Ex-Sense-special</p> <p>SH-Brand.Ex-Sense-power</p> <p>SH-Brand.Ex-Sense-beautiful</p> <p>SH-Brand.Ex-Sense-comfortable</p> <p>SH-Brand.Ex-Sense-symbolic</p> <p>SH-Brand.Ex-Sense-status</p>

<p>Brand-Experience: Second-hand - Affective dimension</p>	<p>Does this luxury brand evoke any specific feelings and emotions? a. If yes, which feelings and emotions does it evoke?</p> <p>It makes me also feel like yes, I made it. It's kinda like OK, I can afford to buy stuff like that for myself and that also kind of makes me a bit proud because I didn't. Nobody handed me the money, I had to work for it. And then I decided, OK, I think it's worth the money to buy it and then it can also make me feel a little proud not to like. Oh yeah, look at me. I have these shoes, but for a feeling inside myself</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Affect</p> <p>SH-Brand.Ex-Affect-proud</p> <p>SH-Brand.Ex-Affect-inner.motivation</p> <p>SH-Brand.Ex-Sense-power</p> <p>SH-Brand.Ex-Sense-status</p>
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<p>Brand-Experience: Second-hand - Behavioral dimension</p>	<p>Does this luxury brand make you act in a certain way/participate in any specific actions? Explain a. If yes, how?</p> <p>Yeah, of course, I'm very careful always when I have expensive things, but not that careful. I'm in like the state of mind that if you're buying something that's very expensive and then you're like super nervous all the time and all don't ruin it. then you bought something too expensive. Either it's a furniture or shoes you have to buy it to use it, and if you don't dare to use it, it's too expensive for you. So, but I'm sure I'm I'm careful. Take good care of my things. Uh, and of course, with a pair of shoes like that, I would like it makes me go on a mental journey like OK if I buy these shoes, I'm gonna go to Hotel Britannia. This five star hotel here in rondheim look really posh, drink champagne and yeah. And then it's like OK, Now I have the shoes to go to a certain events. An and feel good and feel like I fit in in some event or place, or yeah.</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Behavioral</p> <p>SH-Brand.Ex-Behavioral-careful</p> <p>SH-Brand.Ex-Behavioral-go.out</p> <p>SH-Brand.Ex-Behavioral-show.off</p> <p>SH-Brand.Ex-Behavioral-fitting.in</p>
<p>Brand-Experience: Second-hand - Intellectual dimension</p>	<p>Does this luxury brand make you reflect/think about anything specific? a. If yes, how?</p> <p>I never buy really expensive things without thinking about the price because of course if I buy this I have to cut back on something else. Price is always a part of the thought process and of course like I will be the first to admit that like the environment in like the consumer part of it isn't that present for me. It's if I'm able to buy something secondhand, I'm it feels good, but I'm it's not essential for me when I'm doing a purchase, so it's just like an added bonus, but it's not something that I'm very strict about, right? But of course I'm when I'm able to buy something secondhand that comes to mind as well.</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Intellectual</p> <p>SH-Brand.Ex-Intellectual-price</p> <p>SH-Brand.Ex-Intellectual-no.consumerism</p>

<p>In general: First-hand luxury brands</p>	<p>Do you purchase any luxury brands first-hand? a. Why, why not?</p> <p>Yeah, it's kinda like I mentioned earlier that I bought several shoes, bags, clothing, jewelry, first hand.</p> <p>And mostly because I've seen something that I really, really want and it feels good to save for something and then finally buy it. And then the excitement you feel afterwards is also part of the process. The bonus, and like in general, if I'm just if I'm gonna buy a handbag, I want quality. I don't want something that's gonna rip and be destroyed after Six months I want something I can use for a long time, and so that's.</p>	<p>FH-Luxury</p> <p>FH-Luxury-saving</p> <p>FH-Luxury-excitement</p> <p>FH-Luxury-quality</p> <p>FH-Luxury-long.lasting</p>
<p>In general: First-hand luxury brands</p>	<p>Tell me about some luxury brands you have purchased first-hand?</p> <p>Yeah, then it's like all their Valentino stuff. Alexander Wang bags in a bag and Jimmy Choo.</p>	<p>FH-Luxury</p> <p>FH-Luxury.Brands</p>
<p>In general: First-hand luxury brands</p>	<p>Where do you normally buy first-hand luxury brands? a. Online, in-store?</p> <p>Uh, if I can find it in store, I rather go and buy it there because I want to see it with my own eyes feel how it, yeah, the quality and everything. But also if I see something online I can only I can return it if I don't like it as well. So if I can't find it here where I live, I order online, yeah</p>	<p>FH-Luxury</p> <p>FH-Luxury-Online</p> <p>FH-Luxury-Offline</p>
<p>In general: First-hand luxury brands</p>	<p>When purchasing first-hand luxury, where/how do you find inspiration?</p> <p>An it's probably a lot of the same as with secondhand. It's usually when I see other people wear it in real life, but I would say most of the time it's probably a Instagram online. TV commercials yeah. The mostly online in different channels.</p>	<p>FH-Luxury</p> <p>FH-Luxury-Inspiration</p> <p>FH-Luxury-Inspiration-street</p> <p>FH-Luxury-Inspiration-social.media</p> <p>FH-Luxury-Inspiration-Instagram</p> <p>FH-Luxury-Inspiration-TV</p>

<p>Customer Journey: First-hand luxury brands</p>	<p>Can you explain your customer journey when you buy first-hand luxury? From to beginning to end.</p> <p>Yes, OK. yeah we can take the Valentino shoes then.</p> <p>I need a pair of black pumps was kind of the start up this time and I looked around a bit. Didn't really know what I wanted, but I wanted anyone wanted quality and some like a pair of shoes I could have for a couple of years.</p> <p>One of the luxury stores here in Norway, which also have two stores here in Trondheim they posted this pair of shoes that came up in the feed, I follow them on Instagram, and I was just like, OK, maybe this could be, uh, the ones I was looking for. And then and so I looked.</p> <p>went to Google, Googled the shoes, looked at the different colors at the height of the heel. Kind of like more research into this specific product. Uh, and then, uh, I knew they had it in store here in the city.</p> <p>So I after that went to the store. Try them on, took a look up but I didn't buy them. Straight away I had to think about it for a bit. often if possible and I like to try it and then go home. And if it still feels good in a day or two, I know that I want it. So just to try to eliminate like this impulse things so. Yeah, and then I went home and I thought a lot about them and I felt yeah, this is the shoe for me. So then I went back. Had to deliberate a bit with some girlfriends in what color to choose. Because it was like OK Black or another colour. Both is like basic shoes, good to have but. We all agree that Black was my color and I agreed as well and then yeah then I bought them.</p> <p>And then I also went straight to like this shoe fixer. Because yeah, because the store said and they did it for me for free to make it like a small extra. Underneath the toes to protect like the bottom of the shoes. So I also did that as kind of their journey before I started using them OK.</p>	<p>FH-C.Journey</p> <p>FH-C.Journey-Motivation-a.need</p> <p>FH-C.Journey-Motivation-Instagram</p> <p>FH-C.Journey-research</p> <p>FH-C.Journey-instore</p> <p>FH-C.Journey-thinking.time</p> <p>FH-C.Journey-friends</p> <p>FH-C.Journey-after</p>
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Customer Journey: First-hand luxury brands	<p>Where does it begin? Where do you get the motivation from? Where does your search begin?</p> <p>--</p>	<p>FH-C.Journey</p> <p>FH-C.Journey-Motivation</p>
Customer Journey: First-hand luxury brands	<p>Tell us about the overall experience across the entire customer journey? How do you experience it?</p> <ul style="list-style-type: none"> · Did it match your expectations? · What emotions arise through this experience? <p>Yeah, I think it lived up to the expectations. Good service your of course you expect the great service when you're in a luxury store, And of course, the same feelings now like. OK, this is a pair of very expensive shoes. Is it worth it? Is this the one, Is there any other that's a better fit? Yeah, and the consideration with color and everything. So yeah it. It's kind of like a bit like back and forth back and forth process in my hand, but that's like that's just how I'm thinking when I before I like to make informed choices, I'm not like this. OK about it.</p>	<p>FH-C.Journey</p> <p>FH-C.Journey-Expectation</p> <p>FH-C.Journey-Expectation-match</p> <p>FH-C.Journey-Expectation-service</p> <p>FH-C.Journey-Expectation-time.consuming</p>
Brand Experience: First-hand luxury brands	<p>In the next section we are going to ask you to reflect on one luxury brand you have bought first-hand.</p> <p>Tell me about one luxury brand you have bought first-hand?</p> <p>the Valentino shoes.</p>	<p>FH-Brand.Ex</p>
Brand Experience: First-hand - Sensory dimension	<p>How does the luxury brand appeal to your senses (sight, hearing, touch, smell, and taste)?</p> <p>I know it's it's very good quality. It's Italian leather. I've tried a couple of pair of similar shoes in the past that my girlfriends have an I knew like there are amazing to walk in so I knew like both quality and it's comfortable an. yeah so and they are very visual. It's like they're not that basic. They have like these studs. Yeah, so they're like very like Classic Basic but with a little bit extra and that makes me I'm a very basic person but I like to have. Maybe a little bit, but not too much.</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Sense</p> <p>FH-Brand.Ex-Sense-quality</p> <p>FH-Brand.Ex-Sense-comfort</p> <p>FH-Brand.Ex-Sense-classic</p> <p>FH-Brand.Ex-Sense-special</p>

Brand-Experience: First-hand - Affective dimension	<p>Does this luxury brand evoke any specific feelings and emotions? a. If yes, which feelings and emotions does it evoke?</p> <p>Yeah, I'm again proud to be able to own and buy something like this for myself. I also feel pretty while wearing them. I feel classy.</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Affect</p> <p>FH-Brand.Ex-Affect-proud</p> <p>FH-Brand.Ex-Affect-classy</p>
Brand-Experience: First-hand - Behavioral dimension	<p>Does this luxury brand make you act in a certain way/participate in any specific actions? Explain a. If yes, how?</p> <p>Well, this is quite similar, like with the Louboutin shoes and of course I take good care of them and I love to wear them. Going out to parties, eating date, night out on restaurants. Uhm? Yeah, it kind of. I'm not saying that the shoes make me go out, but when I go out to shoes make me comfortable and more confident when I go out because I feel that I look good in that.</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Behavioral</p> <p>FH-Brand.Ex-Behavioral-careful</p> <p>FH-Brand.Ex-Behavioral-go.out</p> <p>FH-Brand.Ex-Behavioral-show.off</p> <p>FH-Brand.Ex-Behavioral-confident</p>
Brand-Experience: First-hand - Intellectual dimension	<p>Does this luxury brand make you reflect/think about anything specific? a. If yes, how?</p> <p>And again, the price of course like is it crazy to spend all this money on a pair of shoes? But I would say it's worth it for me. I don't know, not that much. Other than that I feel blessed and lucky.</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Intellectual</p> <p>FH-Brand.Ex-Intellectual-price</p> <p>FH-Brand.Ex-Intellectual-postive</p>

<p>Comparison: Differences between first-hand and second-hand: Customer Journey</p>	<p>How does the customer journey differ when purchasing second-hand vs. first-hand (from your perspective)?</p> <p>a. Please explain some specific touchpoints, what differs the most for you?</p> <p>I think that that first hand Journey is much more chill simple. Then I do quite a bit of research in that journey as well. But then I kind of know what I'm getting right in the second hand, it's just like. OK, I'm not even sure what I'm gonna find and if I'm finding it, is it the right size? Is it the right price? Like in the first hand journey I have all of the information in beforehand, so it's easier to know what I'm getting to know the outcome. Yeah, so in that way I prefer to buy something that's new. But then again, you don't have the same feeling, uh? Like discovering something like finding a treasure like wow. This was a lucky wow I made. Yeah, by so that's kind of maybe the fun part with the other one.</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-CJ</p> <p>FH.vs.SH-Compare-CJ-FH:simple</p> <p>FH.vs.SH-Compare-CJ-FH:certainty</p> <p>FH.vs.SH-Compare-CJ-SH:uncertainty</p> <p>FH.vs.SH-Compare-CJ-FH:preference.certainty</p> <p>FH.vs.SH-Compare-CJ-different.feeling</p> <p>FH.vs.SH-Compare-CJ-SH-treasure.hunt</p> <p>FH.vs.SH-Compare-CJ-SH:luck</p> <p>FH.vs.SH-Compare-CJ-SH:fun</p>
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<p>Comparison: Differences between first-hand and second-hand - Customer journey</p>	<p>How does the overall experience across the entire customer journey differ?</p> <ul style="list-style-type: none"> - Do you have different expectations for the journey when purchasing first-hand luxury vs. second-hand luxury? - What different emotions arise through the experience first-hand vs. second-hand? <p>Yeah, like in the first hand I expect more, Maybe I expect more of the service as well. I expect more of the knowledge, I expect more of the customer treatment and everything. On the second hand, I can kinda. Understand that they don't know exactly how old things is, and you know, different expectations there, but I have the same expectation is like you have to know what you are selling me since it is so expensive of course. And the feeling I don't know. Sometimes I don't feel like I really fit in in this high end luxury stores, so I can sometimes afford to buy some things. I'm not super wealthy and can buy everything off the shelves. And sometimes I feel like persons who work in like stores when they sell new luxury Can also have this way about them that they are kind of like you know with their nose up in the air. I get that with most of their customers maybe is like that as well, but for me I don't always feel that good in this kind of stores. Then I feel like I have to dress up to go shopping, right? Yeah, I don't have the I don't feel the same when I'm in a second hand store.</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-CJ-Expect</p> <p>FH.vs.SH-Compare-CJ-Emotions</p> <p>FH.vs.SH-Compare-CJ-Expect-FH:high.exepct</p> <p>FH.vs.SH-Compare-CJ-Expect-FH:service</p> <p>FH.vs.SH-Compare-CJ-Expect-FH:knowledge</p> <p>FH.vs.SH-Compare-CJ-Emotions-FH:status</p> <p>FH.vs.SH-Compare-CJ-Emotions-FH:uncomfortable</p> <p>FH.vs.SH-Compare-CJ-Emotions-SH:relaxed</p>
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<p>Comparison: Differences between first-hand and second-hand - Sensory</p>	<p>When comparing first-hand and second-hand luxury brands, how does it differ in appealing to your senses?</p> <p>Uh, no, I think when I held it in my hand the first time and were like considering to buying it. I think it is kind of the similar feelings. Except that with the first one also the second hand brand is just like a more of a feeling of discovery like wow. Like on the Valentino shoes. I already knew, so it's just like OK, here it is. Is it as beautiful as I thought it would be, right? Yeah, just might be the difference.</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-Brand.Ex</p> <p>FH.vs.SH-Brand.Ex-Sense</p> <p>FH.vs.SH-Brand.Ex-Sense-</p> <p>SH:feeling.discovery</p> <p>FH.vs.SH-Brand.Ex-Sense-FH:certainty</p> <p>FH.vs.SH-Brand.Ex-Sense-difference.certainty</p>
<p>Comparison: Differences between first-hand and second-hand - Affective</p>	<p>Does second-hand vs. first-hand luxury brands evoke different emotions and feelings?</p> <p>Yeah, that it will be much of the same there.</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Brand.Ex-Affective</p>
<p>Comparison: Differences between first-hand and second-hand - Behavioral</p>	<p>Behavioral: Differences</p> <p>No, I don't think so. I don't think it's like a less cool thing to buy second hand so it would be like I felt like Oh no, I couldn't wear this or Oh no, it's embarrassing about something that's not yeah, OK, I would treat it similar very yeah.</p> <p>So when you go out wearing all the second hand shoes does it make you feel? This same proud or as cool as you did when you wear your first shoes?</p> <p>Yeah, If they both look good, right And then the look of them that it doesn't look like all the worn out shoes. Yeah I would be just as proud and maybe even more if I'm lucky and the seller told me a good story about the shoes like oh they were owned by or you know it was this 80 year old Woman who delivered it then? It's like a funny story behind the product. Yeah, it would be. Just add an extra positive</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Brand.Ex-Behavioral</p> <p>FH.vs.SH-Brand.Ex-Behavioral-similar</p> <p>FH.vs.SH-Brand.Ex-Behavioral-SH:more-special</p>

Comparison: Differences between first-hand and second-hand - Intellectual	Intellectual: Differences I was lucky with the second hand buy it was like wow, that was a great buy. I was lucky to stumble across to this this pair of shoes an rather thinking. Yeah, it's just another thing I bought that was very expensive and I had to consider it a lot with the first hand,	FH.vs.SH-Compare FH.vs.SH-Brand.Ex-Intellectual FH.vs.SH-Brand.Ex-Intellectual-SH:feeling.luck FH.vs.SH-Brand.Ex-Intellectual-FH:certainty
Comparison: Differences between first-hand and second-hand	Do you experience any differences with the brand when purchasing first-hand luxury vs. second-hand luxury? Well it depends, like of course the state of when you buy a luxury item knew you get like often like this certification paper, the bag everything that comes with it like the original wrapping and everything that might not be able you. You might not be able to do that in a second hand store, right? But how important is that right? But it kind of feels good when you first buy like something for you, know 10s of thousands of. It's nice to have like everything in place that you have the correct papers that we can prove that it's the real thing and yeah, so that's kind of a different.	FH.vs.SH-Compare FH.vs.SH-Compare-Brand.Ex FH.vs.SH-Compare-Brand.Ex-FH:certainty FH.vs.SH-Compare-Brand.Ex-FH:safety
Comparison: Differences between first-hand and second-hand	Do you feel something happens to the brand when you buy it second-hand vs. first-hand? ---	FH.vs.SH-Compare FH.vs.SH-Compare-Brand.Ex
Comparison: Differences between first-hand and second-hand	What do you feel about people buying the same luxury brands that you purchase first-hand, second-hand? I think they probably did a better deal than me. If they look just as good and They're not destroyed, I think like, OK, uh, sucks for me. I paid the full price for something that looks exactly similar and I could have paid less.	Attitude-towards-SH Attitude-towards-SH-envy Attitude-towards-SH-positive

Appendix 10

Interview H - Transcribed and Coded version of Interview

Interviewer: [00:01] Okay, so thank you so much for participating. My name is Helga, is it. Okay that I record the video? Yes, of course.

Respondent: [00:13] Okay, great.

Interviewer: [00:15] So just to let you know if there's any question, you don't want to answer that is completely fine, And yeah, the topic is luxury brands. It's both first-hand and second-hand, and when I talk about second-hand. I'm also talking about the Vintage items, I would just just want to know your experience from it

So can I just get your name, age nationality and what you do for a living?

Respondent: [00:44] So yeah, my name is Anna Marie. And I am 25. I'm from Denmark, I am studying from Business Administration and by side I'm working as a student assistant.

Interviewer: [01:08] Okay, great.

So can you tell me when you think about luxury what comes up to your mind?

Respondent: [01:23] I would say luxury is something with good quality, expensive, sometimes unique. And yeah, something that I guess a lot of people want but not everybody can afford it.

Interviewer: [01:41] Okay. So have you purchased any luxury apparel? And I'm both talking about first-hand and the second-hand

Respondent: [01:50] Yes, I have, but I purchased more second-hand, but I have also bought first-hand

Interviewer: [02:02] Okay, great. So can you tell me like how often you will purchase luxury brands?

Respondent: [02:10] Yeah, I 3 times I think

Interviewer: [02:16] Okay, great. So what kind of goods have you purchase?

Respondent: [02:23] I have purses, two bags and then I have purchase coat, from Prada, Gucci and saint laurent

Interviewer: [03:45] Okay, and do you normally purchase second-hand, online or in-store?

Respondent: [03:55] Actually one of them. I bought online on and the other one in-store in Copenhagen, vintage store

Interviewer: [04:12] So when you purchase this second-hand luxury, where do you normally find inspiration from it?

Respondent: [04:19] I would say I mostly find inspiration on Instagram and sometimes just for my friends or people I know.

Interviewer: [04:36] Okay, so can you explain the customer journey from for me when you buy second-hand items, like from the beginning to end?

Respondent: [04:45] Yeah. So one I bought online, I bought it from the online webstore Trendsales And then it was the bag that I really wanted. I had been looking for it for some time, I didn't have the money to buy it first-hand. So I have been looking for it if somebody was selling in used I have found some, which was like pretty expensive compared to being used, and some of them had some scratches on it. And yes finally on Trendsales I found this girl that was selling it used, and she sent me more photos of it, and she had the warranty card of receipt from it so I know it wasn't fake. SO yeah I was a bit stressed because I was not able to see it before I bought it, but accutally it looked like it did in the photos so I was really happy.

But the other the I bought in the vintage store in CPH, the Gucci bag, I was just in town with my mom and I saw it in the Vintage luxury store, and I really wanted to have a Gucci vintage bag, baucause I like the Gucci collection more vintage, and yeah I didn't had much time to thing, baucase the only had one of them and I really liked it, so I decided to buy it.

Interviewer: [06:51] Okay, but can you tell me like the overall experience from this journey like was there any specific emotions that were raised to you during the experience?

Respondent: [07:05] Yeah, I would say I have more expectations when buying something completely new. But I didn't have any specific exception before buying second-hand, but yes I would say I was happy with it. And the emotion I guess that is like excitement and happiness, I was really exidext to start using it and I was really happy with the deal

Interviewer: [07:45] So if we next move into brand experience when buying second-hand, would you say it affect to senses somehow, like related to have to see, hear, touch, smell, taste

Respondent: [08:08] Okay, so I will talked about the Gucci bag I bought second-hand, yeah it definitely affect what I see, it is really beautiful and I like the vintage look and not that may people have it, it is more unique, and because I bought it in-store I was able to touch it and feel it before I bought it, and maybe it smells a bit like vintage, like used one, but nothing I can related to the taste. But like when I bought the other bag online on Trendsales, I was not able to touch it and feel it before I bought it

Interviewer: [09:38] Okay, I does thie vintage Gucci bag, evoke any specific feeling and emition for you?

Respondent: [09:51] I would maybe say like, yeah, excitement and happiness. And I feel like I am very excited to wear it, and I think it does a lot for my outfit, just like to put on a nice bag. Yeah, makes your outfit look much, much better.

Interviewer: [10:22] okay, but does the brand make you act a certain way or participant that specific action?

Respondent: [10:33] I would not say that I acts differently but I think I'm more aware when I'm having it one – and yeah, people may be asking, like where I got the bag or something like that - But I doesn't think it like make me act differently

Interviewer: [10:54] Okay, but does the brand make think about any thing specific when you are having the bag one you?

Respondent: [11:11] No necessarily think any different, but I think a lot about the environment I guess so I don't know in some way I like it makes me think I am being more sustainable

Interviewer: [11:44] Okay, but like the overall experience with a brand like Was it good?

Respondent: [11:52] Uh yeah, I would say it was good, I mean, I guess I didn't have that much expectation before, But I would say that the experience was, yeah. I was really happy with it.

Interviewer: [12:12] Okay, great. And Can you then tell me about some brands you purchased first-hand?

Respondent: [12:20] Yeah, I bought a saint Laurent coat

Interviewer: [12:31] Is there any specific branch you prefer?

Respondent: [12:35] Yeah, I mean, I like Fendi as well, so hopefully one day I will buy something from them

Interviewer: [12:52] Okay. When you buy bought first-hand was it in store or online?

Respondent: [12:59] It was in store

Interviewer: [13:04] When you buy first-hand, where would you say you get the integration from?

Respondent: [13:10] I would the same as when buying second-hand, from Instagram and friends, and as well from influencers I get of inspiration seeing what they are wearing

Interviewer: [13:42] So can you explain for me the customer journey when you bought first-hand?

Respondent: [13:49] yeah so I wanted to have a nice coat, There was no specific brand that was looking at it, I just knew how I Wanted it to be, like a base color and a little bit oversize but not to oversize. And yeah, I had it in my head I had some dream about a coat I wanted so I was just googling it. And, Yeah, and I was ready to like spend some money on a nice coat because that's what I wear a lot. Then I saw the Saunt Laurent coat, however it was a bit expensive. But I saw it online, and when to the store and tried it on and then I went home to think about it, since it was so expensive, but I really wanted it. SO when I had the money I finally went to the store and bought it - So yeah, I have thought about it for some time. I knew I want to buy this coat, so I was just wating for the right moment

So yeah, first started to look at it online and then I bought it in the store

Interviewer: [15:55] Can you tell me the overall experience from the customer journey like that it matches your expectations and was it any specific emotions that arise to you during the journey?

Respondent: [16:06] Yeah, I would definitely say that it matches my expectation, I guess like I said before you have higher expectation when you buy something so expensive and new. And yeah I just felt really special when I was in the store, I got a champagne and it was a great customer service and was really a really good feeling.

And the emotion was like, I was so excited because I've been waiting for a long time buying this coat, so I was so happy. Like, when we came home and open the box with the new coat, it just made me so happy I would say

Interviewer: [17:05] Okay nice. So if we talk about the brand experience, when you are using the coat can you feel like it affect your senses somehow, What you see what you hear what you touch, smell and taste?

Respondent: [17:30] It affects what I see, I see this beautiful coat when I'm wearing it or when it's hanging on my in the closet so yeah definitely affects what I seeing. And the smell, it really smell like it's new. If you know what I mean, smells like luxury somehow. And the touch, since I bought it in the store I was able to touch and feel it before, and I can feel the quality when I have it one. But with the taste I don't think it affects my in any way.

Interviewer: [18:22] okay, but does this brand evoke any specific feeling or emotion for you?

Respondent: [18:30] Yeah, I would say happiness, I don't know maybe in some way special

Interviewer: [18:42] Okay, but does this brand make you act differently?

Respondent: [18:52] Hmm, No, I would not say that. Like, I'm aware that I'm wearing it, and I take a lot of care of it make sure it doesn't get dirty or stolen. For example, I would never go partying in it. So yeah, I think it's, it's more than I'm like really aware of it.

Interviewer: [19:23] Okay, but does the brand make you think and reflect differently on anything specific?

Respondent: [19:36] No, not really like, I wouldn't say what made me think different

Interviewer: [19:49] Okay, but the overall experience with the brand like could you explain that to me

Respondent: [19:56] Yeah, it was really good, I mean it was the only time I have bought something luxury first-hand. So it would say it was a really good experience, at least in the moment, like it made me feel a bit special and it was fun to do it - and I will Yeah, definitely wanted to do it again.

Interviewer: [20:52] So like if we compare these like journeys together, What would you say, is the main difference for you? When you buy first-hand vs second-hand?

Respondent: [21:06] Yeah, I would say that I have higher expectation when you buy first-hand because you're spending so much money on it, and you kind of want it to be perfect the journeys

Interviewer: [21:56] But like the overall brand experience, can you compare that together?

Respondent: [22:26] Yeah, I mean, it nothing really different with what I see, the second-hand might look at bit more retro which I like and look more unique sometimes. But the smell it different yes compared to when you buy something new It smells so fresh. So I would say yeah, that's the like, main difference. But eith the emotions I experience both happiness and excitement when buyin fist-hand and second-hand, might be a bit more of the when I buy first-hand since it is brand new and more expensive

Interviewer: [23:33] But do you experienced any differences with a brand when you purchase First-hand or second-hand?

Respondent: [23:36] No, I would not say that, I think it's just a good thing that people are recycling things, rather than just having something that they are not usind anymore, so somebody else can use it and buy it at a lower price. So I don't think it makes the brand any different .

Interviewer: [24:04] But do you feel something happened to the brand when you buy it first-hand vs seond-hand?

Respondent: [24:16] No I would not say so, the brand is just going to be more recognized because more people have the possibility to buy it. I mean there's always someone people that doesn't want to buy used things, so I think the brand will always keeps they loyal consumers, I think it's just the positive thing for the brands and it will just make the brand more recognize, which is a good thing

Interviewer: [25:04] So for example, how would you feel if a person would buy the same bag that you have, that pererons would buy it second-hand but you would have bought it first-hand?
Like how would that make you feel? Would you feel like you regret buying it first-hand?

Respondent: [25:29] I guess it will depend on the price difference, If would suck if the same bag second-hand, in a good condition would be at much lower price, then I would definitely regret it, because yeah, I sometimes feel a bit better knowing that I bought used things, considering the environment, but still if the if the price difference would probably not regretted because I also like experience buying it first-hand

Interviewer: [26:31] Okay, so thank you so much. I think that was it. Thank you so much for participating. It was really helpful.

Respondent: [26:41] Yes no problem. Okay, thank you.

Coding of Interview H

Themes	Questions	Codes
Luxury general	What is luxury apparel for you? I would say luxury is something with good quality, expensive, sometimes unique. And yeah, something that I guess a lot of people want but not everybody can afford it.	Luxury-General Luxury-General-Quality Luxury-General-Price
Luxury General	How often/When do you purchase luxury brands (both second-hand and first-hand)? 3 times	Luxury-General
Luxury General	What kind of luxury goods have you purchased? Bags and coat	Luxury-General
Luxury General	Do you purchase any luxury apparel brands (both second-hand and first-hand)? Yes, I have, but I purchased more second-hand, but I have also bought first-hand	Luxury-General
Luxury General	Tell me about some, (1-3) luxury brands you buy/have bought? Gucci, Pranda, Saint Laurent	Luxury-General
In general: Second-hand luxury brands	Do you purchase any luxury brands second-hand? Yes	SH-Luxury

		SH-Luxury-Online SH-Luxury-SH-Offline SH-Luxury-Inspiration
In general: Second-hand luxury brands	Tell me about some luxury brands you have purchased second-hand? Prada and Gucci bag	SH-Luxury SH-Luxury-Brands
In general: Second-hand luxury brands	Where do you normally buy second-hand luxury brands? Actually one of them. I bought online on and the other one in-store in Copenhagen, vintage store	SH-Luxury SH-Luxury-Online SH-Luxury-SH-Offline
In general: Second-hand luxury brands	When purchasing second-hand luxury, where/how do you find inspiration? I would say I mostly find inspiration on Instagram and sometimes just for my friends or people I know.	SH-Luxury SH-Luxury-Inspiration SH-Luxury-Insp-Insta SH-Luxury-Insp-Friend
Customer Journey: Second-hand luxury brands	Can you explain your customer journey when you buy second hand luxury? From to beginning to end. Yeah. So one I bought online, I bought it from the online webstore Trendsales And then it was the bag that I really wanted. I had been looking for it for some time, I didn't have the money to buy it first-hand. So I have been looking for it if somebody was selling in used I have found some, which were pretty expensive compared to being used, and some of them had some scratches on it. And yes finally on Trendsales I found this girl that was selling it used, and she sent me more photos of it, and she had the warranty card of receipt from it so I know it wasn't fake. SO yeah I was a bit stressed because I was not able to see it before I bought it, but actually it looked like it did in the photos so I was really happy. But the other the I bought in the vintage store in CPH, the Gucci bag, I was just in town with my mom and I saw it in the Vintage luxury store, and I really wanted to have a Gucci vintage bag, because I like the Gucci collection more vintage, and yeah I didn't had much time to thing, baucase the only had one of them and I really liked it, so I decided to buy it.	SH-C.Journey SH-C.Journey-Long.Process SH-C.Journey-Price
Customer Journey: Second-hand luxury brands	Tell us about the overall experience across the entire customer journey? How do you experience it? <ul style="list-style-type: none"> • Did it match your expectations? • What emotions arise through this experience? 	SH-C.Journey SH-C.Journey-Expectation SH-C.Journey-Emotion

	<p>Yeah, I would say I have more expectations when buying something completely new. But I didn't have any specific exception before buying second-hand, but yes I would say I was happy with it.</p> <p>And the emotion I guess that is like excitement and happiness, I was really excited to start using it and I was really happy with the deal</p>	<p>SH-C.Journey-Expectation-Positive</p> <p>SH-C.Journey-Emotion-Excitement</p> <p>SH-C.Journey-Emotion-Happiness</p>
Brand Experience: Second-hand luxury brands	<p>Tell me about one luxury brand you have bought second-hand?</p> <p>Okay, so I will talk about the Gucci bag I bought second-hand,</p>	SH-Brand.Ex
Brand-Experience: Second-hand - Sensory dimension	<p>Sensory dimension:</p> <p>1. How does the luxury brand appeal to your senses (sight, hearing, touch, smell, and taste)?</p> <p>yeah it definitely affect what I see, it is really beautiful and I like the vintage look and not that many people have it, it is more unique and has more retro look to it, and because I bought it in-store I was able to touch it and feel it before I bought it, and maybe it smells a bit like vintage, like used one, but nothing I can relate to the taste. But like when I bought the other bag online on Trendsales, I was not able to touch it and feel it before I bought it</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Sense</p> <p>SH-Brand.Ex-Sense-Visual.Identity</p> <p>SH-Brand.Ex-Sense.Smell.Used</p> <p>SH-Brand.Ex-Sense.Touch.In.Store</p>
Brand-Experience: Second-hand - Affective dimension	<p>Affective dimension:</p> <p>Does this luxury brand evoke any specific feelings and emotions?</p> <p>I would maybe say like, yeah, excitement and happiness. And I feel like I am very excited to wear it, and I think it does a lot for my outfit, just like to put on a nice bag. Yeah, makes your outfit look much, much better</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Affect</p> <p>SH-Brand.Ex-Affect-Excitement</p> <p>SH-Brand.Ex-Affect-Happiness</p>
Brand-Experience: Second-hand - Behavioral dimension	<p>Behavioral dimension:</p> <p>Does this luxury brand make you act in a certain way/participate in any specific actions?</p> <p>I would not say that I act differently but I think I'm more aware when I'm having it one – and yeah, people may be asking, like where I got the bag or something like that - But I don't think it like make me act differently</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Behavioral</p> <p>SH-Brand.Ex-Behavioral-Careful</p>
Brand-Experience: Second-hand - Intellectual dimension	<p>Intellectual dimension:</p> <p>Does this luxury brand make you reflect/think about anything specific?</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Intellectual</p>

	Not necessarily think any different, but I think a lot about the environment I guess so I don't know in some way I like it makes me think I am being more sustainable	SH-Brand.Ex-Intellectual-Substan
In general: First-hand luxury brands	Do you purchase any luxury brands first-hand? Yes	FH-Luxury
In general: First-hand luxury brands	Tell me about some luxury brands you have purchased first-hand? Yes Saint Lauren coat, I like Fendi as well, so hopefully one day I will buy something from them	FH-Luxury FH-Luxury.Brands
In general: First-hand luxury brands	Where do you normally buy first-hand luxury brands? It was in store	FH-Luxury FH-Luxury-SH-Offline
In general: First-hand luxury brands	When purchasing first-hand luxury, where/how do you find inspiration? I would the same as when buying second-hand, from Instagram and friends, and as well from influencers I get of inspiration seeing what they are wearing	FH-Luxury FH-Luxury-Inspiration FH-Luxury-Inspiration-Instagram FH-Luxury-Inspiration-Friends FH-Luxury-Inspiration-Influencers
Customer Journey: First-hand luxury brands	Can you explain your customer journey when you buy first-hand luxury? From to beginning to end. yeah so I wanted to have a nice coat, There was no specific brand that was looking at it, I just knew how I Wanted it to be, like a base color and a little bit oversize but not too oversize. And yeah, I had it in my head. I had some dream about a coat I wanted so I was just googling it. And, Yeah, and I was ready to like spend some money on a nice coat because that's what I wear a lot. Then I saw the Saunt Laurent coat, however it was a bit expensive. But I saw it online, and when to the store and tried it on and then I went home to think about it, since it was so expensive, but I really wanted it. SO when I had the money I finally went to the store and bought it - So yeah, I have thought about it for some time. I knew I want to buy this coat, so I was just waiting for the right moment So yeah, first started to look at it online and then I bought it in the store	FH-C.Journey FH-C.Journey-Research FH-C.Journey-Long.Process FH-C.Journey-Long.Thinking.Proc FH-C.Journey-Online FH-C.Journey-Offline
Customer Journey: First-hand luxury brands	Tell us about the overall experience across the entire customer journey? How do you experience it? <ul style="list-style-type: none"> Did it match your expectations? 	FH-C.Journey

	<ul style="list-style-type: none"> What emotions arise through this experience? <p>Yeah, I would definitely say that it matches my expectation, I guess like I said before you have higher expectations when you buy something so expensive and new. And yeah I just felt really special when I was in the store, I got champagne and it was a great customer service and was really a really good feeling. And the emotion was like, I was so excited because I've been waiting for a long time to buy this coat, so I was so happy. Like, when we came home and open the box with the new coat, it just made me so happy I would say</p> <p>Yeah, it was really good, I mean it was the only time I have bought something luxury first-hand. So it would say it was a really good experience, at least in the moment, like it made me feel a bit special and it was fun to do it - and I will. Yeah, definitely wanted to do it again.</p>	<p>FH-C.Journey-Expectation</p> <p>FH-C.Journey-Emotion</p> <p>FH-C.Journey-Expectation-Posivi</p> <p>FH-C.Journey-Expectation.Service</p> <p>FHC.Journey-Emotion-Excitement</p> <p>FH-C.Journey-Emotion-Happines</p>
Brand Experience: First-hand luxury brands	<p>Tell me about one luxury brand you have bought first-hand?</p> <p>Yes Saunt Laurent</p>	<p>FH-Brand.Ex</p>
Brand Experience: First-hand - Sensory dimension	<p>Sensory dimension:</p> <p>1. How does the luxury brand appeal to your senses (sight, hearing, touch, smell, and taste)?</p> <p>It affects what I see, I see this beautiful coat when I'm wearing it or when it's hanging on my in the closet so yeah definitely affects what I see. And the smell, it really smells like it's new. If you know what I mean, it smells like luxury somehow. And the touch, since I bought it in the store I was able to touch and feel it before, and I can feel the quality when I have it one. But with the taste I don't think it affects me in any way.</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Sense</p> <p>FH-Brand.Ex-Sense-Visual.Identity</p> <p>FH-Brand.Ex-Sense-Smell.New</p> <p>FH-Brand.Ex-Sense-Touch.In.Store</p>
Brand-Experience: First-hand - Affective dimension	<p>Affective dimension:</p> <p>2. Does this luxury brand evoke any specific feelings and emotions?</p> <p>a. If yes, which feelings and emotions does it evoke?</p> <p>I would say happiness, I don't know maybe in some way special</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Affect</p> <p>FH-Brand.Ex-Affect-Special</p> <p>FH-Brand.Ex-Affect-Happiness</p>
Brand-Experience: First-hand - Behavioral dimension	<p>Behavioral dimension:</p> <p>3. Does this luxury brand make you act in a certain way/participate in any specific actions?</p> <p>No, I would not say that. Like, I'm aware that I'm wearing it, and I take a lot of care to make sure it</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Behavioral</p>

	<p>doesn't get dirty or stolen. For example, I would never go partying in it. So yeah, I think it's, it's more than I'm really aware of it.</p>	<p>FH-Brand.Ex-Behavioral-Careful</p> <p>FH-Brand.Ex-Behavioral-No.Party</p>
<p>Brand-Experience: First-hand - Intellectual dimension</p>	<p>Intellectual dimension:</p> <p>Does this luxury brand make you reflect/think about anything specific?</p> <p>I wouldn't say what made me think different</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Intellectual</p>
<p>Comparison: Differences between first-hand and second-hand</p>	<p>Customer Journey:</p> <p>1. How does the customer journey differ when purchasing second-hand vs. first-hand (from your perspective)?</p> <p>Yeah, I would say that I have higher expectation when you buy first-hand because you're spending so much money on it, and you kind of want it to be perfect the journeys</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-CJ</p> <p>FH.vs.SH-Compare-CJ-Expectat</p>
<p>Comparison: Differences between first-hand and second-hand - Customer journey</p>	<p>How does the overall experience across the entire customer journey differ?</p> <p>---</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-CJ-Expect</p> <p>FH.vs.SH-Compare-CJ-Emotions</p>
<p>Comparison: Differences between first-hand and second-hand - Sensory</p>	<p>When comparing first-hand and second-hand luxury brands, how does it differ in appealing to your senses?</p> <p>Yeah, I mean, it nothing really different with what I see, the second-hand might look a bit more retro which I like and look more unique sometimes. But the smell is different yes, compared to when you buy something new It smells so fresh. So I would say yeah, that's the like, main difference. But with the emotions I experience both happiness and excitement when buying fist-hand and second-hand, might be a bit more of the when I buy first-hand since it is brand new and more expensive</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-Brand.Ex</p> <p>FH.vs.SH-Brand.Ex-Sensory</p>
<p>Comparison: Differences between first-hand and second-hand - Affective</p>	<p>2. Does second-hand vs. first-hand luxury brands evoke different emotions and feelings?</p> <p>---</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Brand.Ex-Affective</p>
<p>Comparison: Differences between first-hand and second-hand - Behavioral</p>	<p>3. Behavioral: Differences</p> <p>--</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Brand.Ex-Behavioral</p>
<p>Comparison: Differences between first-hand and second-hand - Intellectual</p>	<p>4. Intellectual: Differences</p> <p>--</p>	<p>FH.vs.SH-Compare</p>

		FH.vs.SH-Brand.Ex-Intellectual
Comparison: Differences between first-hand and second-hand	5. Do you experience any differences with the brand when purchasing first-hand luxury vs. second-hand luxury? --	FH.vs.SH-Compare FH.vs.SH-Compare-Brand.Ex
Comparison: Differences between first-hand and second-hand	Do you feel something happens to the brand when you buy it second-hand vs. first-hand? No I would not say so, the brand is just going to be more recognized because more people have the possibility to buy it. I mean there's always someone people that doesn't want to buy used things, so I think the brand will always keeps they loyal consumers, I think it's just the positive thing for the brands and it will just make the brand more recognize, which is a good thing	FH.vs.SH-Compare FH.vs.SH-Compare-Brand.Ex FH.vs.SH-Compare-Brand.Ex-Recogniz FH.vs.SH-Compare-Brand.Ex-Loyal.Consumer
Comparison: Differences between first-hand and second-hand	What do you feel about people buying the same luxury brands that you purchase first-hand, second-hand? I guess it will depend on the price difference, If would suck if the same bag second-hand, in a good condition would be at much lower price, then I would definitely regret it, because yeah, I sometimes feel a bit better knowing that I bought used things, considering the environment, but still if the if the price difference would not be some much, I would probably not regretted because I also like experience buying it first-hand	Attitude-towards-SH Attitude-towards-SH-Positive Attitude-towards-SH-Substanibilit

Appendix 11

Interview I - Transcribed and Coded version of Interview

Interviewer: [00:02] Okay, so my name is Helga. Thank you so much for participating. It's okay that I record the video. So just let me know if it's any question you don't want to answer that's completely fine. And so the topic is luxury brands, both second-hand and first-hand and when I talk about second-hand and I'm also talking about Vintage I would kind of like to know your experience from it. So can I just get your name, nationality and what you do for a living.

Respondent: [00:40] Yes, and Sophie. I am 25 years old. I'm from Norway. I live in Denmark and I am a student.

Interviewer: [00:53] So I'm gonna start by asking you some general questions about luxury. So when you think about luxury apparel, what comes to your mind.

Respondent: [01:06] I think about something you pay a lot for, I think about quality in products like good quality, and expensive things. And maybe that they are unique and something not everyone has.

Interviewer: [01:28] Have you purchase both first-hand and second-hand.

Respondent: [01:35] Yes,

Interviewer: [01:39] Can you tell me approximately how often you purchase luxury brands?

Respondent: [01:47] Yeah, I bought some Gucci glasses and Prada bag

Interviewer: [01:49] Where did you purchase it in store or online?

Respondent: [02:10] It was in store, when I look at secondhand things I usually go to the stores, because it's kind of like to go and look for things.

Interviewer: [02:31] And where would you say that you find the inspiration from when you buy it.

Respondent: [02:40] That is mostly social media Instagram influencers, and my friends.

Interviewer: [02:51] So if we now move into customer journey when buying second hand Can you explain for me like the overall journey?

Respondent: [03:07] So yeah when I bought the sunglasses, Well, it started with that I was on Instagram, which I am very often, and I just browsing through my feed and I follow some influences that are very obvious, a few of them are very like pro secondhand, and she buys, also a lot of luxury things vintage. So I was like looking at her and looking in my feed and like they get my very inspiration for fashion on Instagram. And I saw the new sunglasses trend. I feel like it is this, this time of the year, I don't know, and then I talked to my friend, and she was like yeah they are super cool ah, and then we decided to go for a hunt, like to find some new treasures. So, me and my friend, she's very good at secondhand shopping so we went for like a whole day. And then we went to both normal second hand stores, and, and like the more luxury ones. And then when we went to one of the luxury stores I found a very similar pair of the ones that I have been looking at. And that was the Gucci type model brands and try them on and they were really cool, and they felt right and the price was also good. And the quality, like it looked, it didn't look used. So the only thing was that the stores also always has this smell,

Yeah, the vintage stores but the sunglasses specifically as an item, don't really smell. But, yeah, then after decided to buy them.

Interviewer: [05:15] And so like the overall experience from the journey. Like, I guess you, you had some expectations before. Do you feel like it matched your expectation and, like, was there any specific emotion that arose to you during this point?

Respondent: [03:39] Yeah, I think my expectation for second hand is that it's a lot of, like, looking and a lot of like what do you call chasing after good things, it's like it takes time and effort. So, it was a good experience. I feel like it was kind of what I expected. It was also very fun to find something that I have been looking for. And, yes, it just felt like what I expected. Secondhand experience to be when you go in stores to be like, like an experience, or like an activity, a treasure hunt. And that's what I felt, though it matched my expectations, and my emotions. It was. A little bit messy because that's what I feel second hand is, and, yeah, I feel I don't go that much, and buy second hand so it's, it was what I expected but also a bit more messy and unorganized inside the store.

Interviewer: [04:18] Okay, of we move to the Brand experience when buying the secondhand product. So like, for example when you bought the glasses. Do you feel in some way that it has appeal to your senses, like something you see, hear, touch, smell, you talked about the smell in the store right?

Respondent: [04:43] Yeah, I feel, you can definitely feel it, it's quality because the glasses are very hard open then, like you can feel they're hard to open and they're a bit heavy. And you can just feel like they are expensive and you can't see that they are used in a way, so they. Yeah, they look cool, they look retro and trendy.

Interviewer: [05:28] And do you feel in some way that when you are wearing the glasses that evoke any specific feelings or emotions for you?

Respondent: [05:53] I feel happy or trendy. Yeah, I feel cool. I feel a bit like, since it's still trendy I feel like I get more like confidence with them. And I feel. Yeah, I'm just happy that I found something so expensive and one a good deal.

Interviewer: [06:25] Okay, that's great. Do you feel in some way that you act differently? When you have it?

Respondent: [06:33] I'm very much like when I go to new things I would like to use it straight away. Like, at least in the beginning I'm very like, I want to go to a cafe and sit there and where other people can see me and take some photos of it for my stories and my Instagram. And I would definitely say because it's expensive, even though they're used, I think, or maybe because they are old, I would take very good care of them. And then I also think it may have affected my attitude to buying secondhand, maybe I want to do it more of it

Interviewer: [07:29] Okay but do you feel in any way that it makes you think differently. When you buy something secondhand and wear it.?

Respondent: [07:42] Yes, it makes me think about the opportunity of the ongoing second hand, like it is a very great to get good products and they're very special, like it makes me think about the story behind the product like who have had them before and all those things and it also makes me, of course, think about environment and that it is very environmentally friendly thing to do.

Interviewer: [08:38] So now if we move into first-hand luxury. You have purchased a Prada bag first-hand?

Respondent: [08:52] Yes

Interviewer: [09:01] Did you buy that in store or online.?

Respondent: [09:12] In-store

Interviewer: [09:17] And is it the same with the inspiration when buying firsthand and secondhand, it's through social media and friends?

Respondent: [09:27] Yes

Interviewer: [10:31] And so if I ask you the same question about the customer journey like, can you explain for me that journey like when you start thinking about buying the product, or when you start like you're looking for it until you actually bought it. Like, how was the process?

Respondent: [10:49] Yeah, so I think this also came from social media. It was, a very popular bag and it's a lot of like, fake ones of it like similar ones, like other cheaper brands that have one and, yeah I really like the look of it and I see it quite often on social media, and one day I was at the mall in Copenhagen, Illum. And I was just meeting a friend there and then we were just walking around and looking and I had already been thinking about it and I knew I wanted to buy it. I'm thinking about buying it so we went there for that but also for like just to have a browse around. And then I saw that I tried it on, it was really good. It was so pretty and it was really exciting. It was like my first luxury bag and so it made me really excited but also a bit like unsure, because it was a lot of money. Yeah, but in the store, it was a really good service, they were like really treating me. They were like always very aware of me but they also gave me space and just, they were just there when you needed them and they really followed up and gave me, champagne, and yeah it was really been a good experience and I really felt taken care of and, and not like, because I work in a clothing store myself and I know how it is to really want to sell things. Like, I didn't feel like they wanted to sell it to me because they wanted money, Like they wanted me to be happy. And Then I bought it and it was a good choice.

Interviewer: [12:59] So I guess like when you buy something first hand, compared to one buying secondhand, I guess, you have a little bit higher expectations?

Respondent: [13:27] Yes, very different expectations for the service, and like I for me to buy first hand is more like a full experience, like you don't go there only for the product to go there for like, the whole experience to get into the store to service to the extra things they do for you and it's just to go there to feel that you were taken care of and feel like a rich person luxury.

Interviewer: [14:10] Do you feel like it has matched your expectation.

Respondent: [14:16] Yes, absolutely

Interviewer: [14:19] If we move into the brand experience when buying firsthand. Do you feel in some way that is appealing to your senses like what you see, what you hear, what you touch, smell, taste?

Respondent: [14:43] Yeah, really look new. And it looks very fresh and I remember the smell, It's very, it's like a rich smell, can't really explain it. And you can see like, when you hold it that it's like, it's good quality it is expensive, and it is I don't know if it is because you overthink it, but it feels very rich, and expensive, it very timeless

Interviewer: [15:33] Do you feel in some way that it evokes any specific feelings or emotion for you when you were the first-hand product?

Respondent: [15:44] Yeah, I feel rich. I feel trendy, and I feel, maybe a bit more confident, and generally just happy about how nice and good it is, and I like keeping it as new so it doesn't get broken by after a year so so

Interviewer: [16:23] Do you feel like it makes you act in a different way? When you use the bag?

Respondent: [16:37] I think maybe like the first time I use it, it makes me think that I am a bit like more luxury person, then I like to go out to fancy dinners or fancy places and just like to show off a little bit. And it's also the same with a secondhand like I want to. I just want to show it off.

Interviewer: [17:12] And do you feel like you talked about with the secondhand items, do you feel it makes you think like that you're a sustainable person because you bought secondhand. Do you think like anything differently when you have a new bag or a used bag?

Respondent: [17:49] Yeah, I wouldn't say I think that I'm sustainable but I think I feel better than when I buy fast fashion. I feel like I don't know what my thoughts is like in the moment. I just feel like I am, instead of buying many things. I'm buying one expensive one that I've saved up for, which is not as good as buying secondhand, and how that made me feel but it's, it's good in other way better than buying fast fashion but it's good in a way that I feel that I treated myself.

Interviewer: [18:31] So, if we compare these journeys, when buying first hand and then when buying second hand, like, what would you say like, is the main difference for you like, Is it just the overall experience and higher expectation when you buy first hand or?

Respondent: [18:56] yeah definitely higher expectations for the first hand, but I also think it's two very different things. Now I know that you can also buy second and luxury in fancy places as well but if you go to real shops. It's more like a treasure hunt. It's more like fun. While first hand luxury stores are more luxurious or fun fancy and you feel special. So it's very different, but I still feel happy about the quality of the products that I have bought second hand. I'm happy about the products but the experiences are very different. And I won't say that I feel I've bought something luxury when it's, when I did it secondhand it just felt like fun. You get the discovery feeling instead of like, I am buying something super special instead you're feeling like, Wow, I'm so lucky I found this. Well, on the first hand you know what you're getting.

Interviewer: [20:09] Okay. Yeah, you kind of told me the difference between like the senses that for you like it's mainly the, the smell. It might smell a little bit use when you buy secondhand and smells more rich and luxury when buying first hand

Respondent: [20:31] Yeah, it's things like this has the most different. In my sunglasses, you can't see that they're used but I think that will maybe be the biggest difference that you can see that something is used second hand. But that's also a cool look. I think a lot of people like to look retro, and I think that's like, because it is so trendy to buy things second hand both because it is unique but also because people want to show off that they are sustainable. I think it's the look people actually want. So in that way I don't think it's a big deal

Interviewer: [21:03] Okay. Do you feel, you experience any differences with the brand, when you like, buy it the first hand or second hand?

Respondent: [21:19] I think yes and no, I think it could, like the financial value of the value might be lower. But I also think it could increase because you find something that's unique and special. Yeah. So I think it's both yes

and no, I think maybe a losses the support that is not new, so it loses something, it loses like the new smell, a little new look, that thing that comes with something you know is not going to break for many years. But you also gain that feeling of being environmentally friendly, you get a feeling that you have some things that no one else has. And, you have a story you like, you know that items have been somewhere on someone else's head or been somewhere else in the world and I think that it makes the product, maybe even more special than buying it first hand

Interviewer: [22:21] Yeah, but for example, if you bought a firsthand bag, And then a little bit later, I would buy the same back second - How would that make you feel? Would you feel like you regret buying it firsthand? Or would you maybe not think about it at all?

Respondent: [22:52] Yeah, we did, like, not annoyed but a bit envious that you bought it a a lower price used one, I wish I thought about that or I found it or, like, I wouldn't be a bit like jealous of the deal that you got. But I still think it would be as happy as my bag, but still just a bit annoyed about it. - I think it's good for me as well, it makes me realize there's other opportunities for me next time to maybe look at buying a secondhand because it looks just the same as the new one that I got.

Interviewer: [23:41] So if you would find something in a good condition, looking like it's brand new, would you go for the second hand one?

Respondent: [24:04] Yes I would.

Interviewer: [24:09] Okay thank you, I guess this was everything I was going to ask you about. It was really helpful. So, just thank you so much for participating.

Respondent: [24:28] It's just my pleasure

Coding of Interview I

Themes	Questions	Codes
Luxury general	What is luxury apparel for you? think about something you pay a lot for, I think about quality in products like good quality, and expensive things. And maybe that they are unique and something not everyone has.	Luxury-General Luxury-Gen-Quality Luxury-Gen-Expens Luxury-Gen-Unique
Luxury General	How often/When do you purchase luxury brands (both second-hand and first-hand)? 2 times	Luxury-General
Luxury General	What kind of luxury goods have you purchased? Sunglasses and bag	Luxury-General Luxury-General-Accessories
Luxury General	Do you purchase any luxury apparel brands (both second-hand and first-hand)?	Luxury-General

	Gucci and Prada	
Luxury General	<p>Tell me about some, (1-3) luxury brands you buy/have bought?</p> <p>I bought some Gucci glasses and Prada bag</p>	Luxury-General
In general: Second-hand luxury brands	<p>Do you purchase any luxury brands second-hand?</p> <p>Yes Gucci</p>	
In general: Second-hand luxury brands	<p>Tell me about some luxury brands you have purchased second-hand?</p> <p>Yes Gucci Sunglasses</p>	<p>SH-Luxury</p> <p>SH-Luxury-Brands</p>
In general: Second-hand luxury brands	<p>Where do you normally buy second-hand luxury brands?</p> <p>It was in store, when I look at secondhand things I usually go to the stores, because it's kind of like to go and look for things.</p>	<p>SH-Luxury</p> <p>SH-Luxury-SH-Offline</p>
In general: Second-hand luxury brands	<p>When purchasing second-hand luxury, where/how do you find inspiration?</p> <p>mostly social media Instagram influencers, and my friends.</p>	<p>SH-Luxury</p> <p>SH-Luxury-Inspiratio</p> <p>SH-Luxury-Ins-Insta</p> <p>SH-Luxury-Ins-Friend</p>
Customer Journey: Second-hand luxury brands	<p>Can you explain your customer journey when you buy second hand luxury? From to beginning to end.</p> <p>So yeah when I bought the sunclass, Well, it started with that I was on Instagram, which I am very often, and I just browsing through my feed and I follow some influences that are very obvious, a few of them are very like pro secondhand, and she buys, also a lot of luxury things vintage. So I was like looking at her and looking in my feed and like they get my very inspiration for fashion on Instagram. And I saw the new sunglasses trend. I feel like it is this, this time of the year, I don't know, and then I talked to my friend, and she was like yeah they are super cool ah, and then we decided to go for a hunt, like to find some new treasures. So, me and my friend, she's very good at secondhand shopping so we went for like a whole day. And then we went to both normal second hand stores, and, and like the more luxury ones. And then when we went to one of the luxury stores I found a very similar pair of the ones that I have been looking at. And that was the Gucci type model brands and try them on and they were really cool, and they felt right and the price was also good. And the quality, like it</p>	<p>SH-C.Journey</p> <p>SH-C.Journey-Instagram</p> <p>SH-C.Journey-Browsing</p> <p>SH-C.Journey-Following.Trend</p> <p>SH-C.Journey-Treasure.Hunt</p> <p>SH-C.Journey-Luxury.Vintage</p> <p>SH-C.Journey-Price</p> <p>SH-C.Journey-Quality</p>

	<p>looked, it didn't look used. So the only thing was that the stores also always has this smell, Yeah, the vintage stores but the sunglasses specifically as an item, don't really smell. But, yeah, then after decided to buy them.</p>	
<p>Customer Journey: Second-hand luxury brands</p>	<p>Tell us about the overall experience across the entire customer journey? How do you experience it?</p> <ul style="list-style-type: none"> • Did it match your expectations? • What emotions arise through this experience? <p>Yeah, I think my expectation for second hand is that it's a lot of, like, looking and a lot of like what do you call chasing after good things, it's like it takes time and effort. So, it was a good experience. I feel like it was kind of what I expected. It was also very fun to find something that I have been looking for. And, yes, it just felt like what I expected. Secondhand experience to be when you go in stores to be like, like an experience, or like an activity, a treasure hunt. And that's what I felt, though it matched my expectations, and my emotions. It was. A little bit messy because that's what I feel second hand is, and, yeah, I feel I don't go that much, and buy second hand so it's, it was what I expected but also a bit more messy and unorganized inside the store.</p>	<p>SH-C.Journey</p> <p>SH-C.Journey-Expectation</p> <p>SH-C.Journey-Emotion</p> <p>SH-C.Journey-Expectation</p> <p>SH-C.Journey-Emotion</p> <p>SH-C.Journey-Expectation-Brows</p> <p>SH-C.Journey-Expectation-Positiv</p> <p>SH-C.Journey-Expectation-Messy</p>
<p>Brand Experience: Second-hand luxury brands</p>	<p>In the next section we are going to ask you to reflect on one luxury brand you have bought second-hand. Tell me about one luxury brand you have bought second-hand?</p> <p>Yes the Gucci sunglasses</p>	<p>SH-Brand.Ex</p>
<p>Brand-Experience: Second-hand - Sensory dimension</p>	<p>Sensory dimension: How does the luxury brand appeal to your senses (sight, hearing, touch, smell, and taste)?</p> <p>Yeah, I feel, you can definitely feel it, it's quality because the glasses are very hard open then, like you can feel they're hard to open and they're a bit heavy. And you can just feel like they are expensive and you can't see that they are used in a way, so they. Yeah, they look cool, they look retro and trendy.</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Sense</p> <p>SH-Brand.Ex-Sense-Quality</p> <p>SH-Brand.Ex-Sense-Expensive</p> <p>SH-Brand.Ex-Sense-Trendy</p>
<p>Brand-Experience: Second-hand - Affective dimension</p>	<p>Affective dimension: Does this luxury brand evoke any specific feelings and emotions?</p> <p>I feel happy or trendy. Yeah, I feel cool. I feel a bit like, since it's still trendy I feel like I get more like confidence with them. And I feel. Yeah, I'm just happy that I found something so expensive and one a good deal.</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Affect</p> <p>SH-Brand.Ex-Affect-Happy</p>

		SH-Brand.Ex-Affect-Trendy SH-Brand.Ex-Affect-Confident
Brand-Experience: Second-hand - Behavioral dimension	Behavioral dimension: Does this luxury brand make you act in a certain way/participate in any specific actions? I'm very much like when I go to new things I would like to use it straight away. Like, at least in the beginning I'm very like, I want to go to a cafe and sit there and where other people can see me and take some photos of it for my stories and my Instagram. And I would definitely say because it's expensive, even though they're used, I think, or maybe because they are old, I would take very good care of them. And then I also think it may have affected my attitude to buying secondhand, maybe I want to do it more of it	SH-Brand.Ex SH-Brand.Ex-Behavioral SH-Brand.Ex-Behavioral-Show.Off SH-Brand.Ex-Behavioral-Careful
Brand-Experience: Second-hand - Intellectual dimension	Intellectual dimension: Does this luxury brand make you reflect/think about anything specific? Yes, it makes me think about the opportunity of the ongoing second hand, like it is a very great to get good products and they're very special, like it makes me think about the story behind the product like who have had them before and all those things and it also makes me, of course, think about environment and that it is very environmentally friendly thing to do.	SH-Brand.Ex SH-Brand.Ex-Intellectual SH-Brand.Ex-Intellectual-Special SH-Brand.Ex-Intellectual-Story SH-Brand.Ex-Intellectual-Substan
In general: First-hand luxury brands	Do you purchase any luxury brands first-hand? Yes	FH-Luxury
In general: First-hand luxury brands	Tell me about some luxury brands you have purchased first-hand? I purchased a Prada bag first-hand	FH-Luxury FH-Luxury.Brands
In general: First-hand luxury brands	Where do you normally buy first-hand luxury brands? In-store	FH-Luxury FH-Luxury-SH-Offline
In general: First-hand luxury brands	When purchasing first-hand luxury, where/how do you find inspiration? mostly social media Instagram influencers, and my friends.	FH-Luxury FH-Luxury-Inspiration FH-Luxury-Ins-Insta

		<p>FH-Luxury-Ins-Influe</p> <p>FH-Luxury-Ins-Frien</p>
<p>Customer Journey: First-hand luxury brands</p>	<p>Can you explain your customer journey when you buy first-hand luxury? From to beginning to end.</p> <p>Yeah, so I think this also came from social media. It was, a very popular bag and it's a lot of like, fake ones of it like similar ones, like other cheaper brands that have one and, yeah I really like the look of it and I see it quite often on social media, and one day I was at the mall in Copenhagen, Illum. And I was just meeting a friend there and then we were just walking around and looking and I had already been thinking about it and I knew I wanted to buy it. I'm thinking about buying it so we went there for that but also for like just to have a browse around. And then I saw that I tried it on, it was really good. It was so pretty and it was really exciting. It was like my first luxury bag and so it made me really excited but also a bit like unsure, because it was a lot of money. Yeah, but in the store, it was a really good service, they were like really treating me. They were like always very aware of me but they also gave me space and just, they were just there when you needed them and they really followed up and gave me, champagne, and yeah it was really been a good experience and I really felt taken care of and, and not like, because I work in a clothing store myself and I know how it is to really want to sell things. Like, I didn't feel like they wanted to sell it to me because they wanted money, Like they wanted me to be happy. And Then I bought it and it was a good choice.</p>	<p>FH-C.Journey</p> <p>FH-C.Journey-Social.Media</p> <p>FH-C.Journey-Browsing</p> <p>FH-C.Journey-Service</p> <p>FH-C.Journey-Treat</p> <p>FH-C.Journey-Happy</p>
<p>Customer Journey: First-hand luxury brands</p>	<p>Tell us about the overall experience across the entire customer journey? How do you experience it?</p> <ul style="list-style-type: none"> • Did it match your expectations? • What emotions arise through this experience? <p>Yes, very different expectations for the service, and like I for me to buy first hand is more like a full experience, like you don't go there only for the product to go there for like, the whole experience to get into the store to service to the extra things they do for you and it's just to go there to feel that you were taken care of and feel like a rich person luxury.</p>	<p>FH-C.Journey</p> <p>FH-C.Journey-Expectation</p> <p>FH-C.Journey-Emotion</p> <p>FH-C.Journey-Expectation-Service</p> <p>FH-C.Journey-Expectation-Service</p> <p>FH-C.Journey-Emotion-Rich</p>
<p>Brand Experience: First-hand luxury brands</p>	<p>Tell me about one luxury brand you have bought first-hand?</p> <p>Yes, Prada</p>	<p>FH-Brand.Ex</p>

Brand Experience: First-hand - Sensory dimension	<p>Sensory dimension: How does the luxury brand appeal to your senses (sight, hearing, touch, smell, and taste)?</p> <p>Yeah, really look new. And it looks very fresh and I remember the smell, It's very, it's like a rich smell, can't really explain it. And you can see like, when you hold it that it's like, it's good quality it is expensive, and it is I don't know if it is because you overthink it, but it feels very rich, and expensive, it very timeless</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Sense</p> <p>FH-Brand.Ex-Sense-Fresh.Look</p> <p>FH-Brand.Ex-Sense-Quality</p> <p>FH-Brand.Ex-Sense-Timeless</p>
Brand-Experience: First-hand - Affective dimension	<p>Affective dimension: Does this luxury brand evoke any specific feelings and emotions?</p> <p>Yeah, I feel rich. I feel trendy, and I feel, maybe a bit more confident, and generally just happy about how nice and good it is, and I like keeping it as new so it doesn't get broken by after a year so so</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Affect</p> <p>FH-Brand.Ex-Affect-Rich</p> <p>FH-Brand.Ex-Affect-Trendy</p> <p>FH-Brand.Ex-Affect-Confident</p>
Brand-Experience: First-hand - Behavioral dimension	<p>Behavioral dimension: Does this luxury brand make you act in a certain way/participate in any specific actions?</p> <p>I think maybe like the first time I use it, it makes me think that I am a bit like more luxury person, then I like to go out to fancy dinners or fancy places and just like to show off a little bit. And it's also the same with a secondhand like I want to. I just want to show it off.</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Behavioral</p> <p>FH-Brand.Ex-Behavioral-Special</p> <p>FH-Brand.Ex-Behavioral-Show.Off</p>
Brand-Experience: First-hand - Intellectual dimension	<p>Intellectual dimension: Does this luxury brand make you reflect/think about anything specific?</p> <p>Yeah, I wouldn't say I think that I'm sustainable but I think I feel better than when I buy fast fashion. I feel like I don't know what my thoughts is like in the moment. I just feel like I am, instead of buying many things. I'm buying one expensive one that I've saved up for, which is not as good as buying secondhand, and how that made me feel but it's, it's good in other way better than buying fast fashion but it's good in a way that I feel that I treated myself.</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Intellectual</p> <p>FH-Brand.Ex-Intellectual-Substani</p> <p>FH-Brand.Ex-Intellectual-Saving</p> <p>FH-Brand.Ex-Intellectual-Tretmet</p>
Comparison: Differences between first-hand and second-hand	<p>Customer Journey: How does the customer journey differ when purchasing second-hand vs. first-hand (from your perspective)?</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-CJ</p>

	<p>yeah definitely higher expectations for the first hand, but I also think it's two very different things. Now I know that you can also buy second and luxury in fancy places as well but if you go to real shops. It's more like a treasure hunt. It's more like fun. While first hand luxury stores are more luxurious or fun fancy and you feel special. So it's very different, but I still feel happy about the quality of the products that I have bought second hand. I'm happy about the products but the experiences are very different. And I won't say that I feel I've bought something luxury when it's, when I did it secondhand it just felt like fun. You get the discovery feeling instead of like, I am buying something super special instead you're feeling like, Wow, I'm so lucky I found this. Well, on the first hand you know what you're getting.</p>	<p>FH.vs.SH-Compare-CJ-Expectat</p> <p>FH.vs.SH-Compare-CJ-Treasure.Hunt</p> <p>FH.vs.SH-Compare-CJ-Fancy</p> <p>FH.vs.SH-Compare-CJ-Special</p> <p>FH.vs.SH-Compare-CJ-Discovery</p>
<p>Comparison: Differences between first-hand and second-hand - Sensory</p>	<p>When comparing first-hand and second-hand luxury brands, how does it differ in appealing to your senses?</p> <p>It might smell a little bit use when you buy secondhand and smells more rich and luxury when buying first hand. Yeah, it's things like this has the most different. In my sunglasses, you can't see that they're used but I think that will maybe be the biggest difference that you can see that something is used second hand. But that's also a cool look. I think a lot of people like to look retro, and I think that's like, because it is so trendy to buy things second hand both because it is unique but also because people want to show off that they are sustainable. I think it's the look people actually want. So in that way I don't think it's a big deal</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-Brand.Ex</p> <p>FH.vs.SH-Brand.Ex-Sensory</p> <p>FH.vs.SH-Brand.Ex-Sensory-Smell</p> <p>FH.vs.SH-Brand.Ex-Sensory-Visual</p> <p>FH.vs.SH-Brand.Ex-Sensory-Retro</p> <p>FH.vs.SH-Brand.Ex-Sensory-Subst</p>
<p>Comparison: Differences between first-hand and second-hand - Affective</p>	<p>1. Does second-hand vs. first-hand luxury brands evoke different emotions and feelings?</p> <p>--</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Brand.Ex-Affective</p>
<p>Comparison: Differences between first-hand and second-hand - Behavioral</p>	<p>2. Behavioral: Differences</p> <p>--</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Brand.Ex-Behavioral</p>
<p>Comparison: Differences between first-hand and second-hand - Intellectual</p>	<p>3. Intellectual: Differences</p> <p>--</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Brand.Ex-Intellectual</p>
<p>Comparison: Differences between first-hand and second-hand</p>	<p>Do you experience any differences with the brand when purchasing first-hand luxury vs. second-hand luxury?</p>	<p>FH.vs.SH-Compare</p>

	<p>I think yes and no, I think it could, like the financial value of the value might be lower. But I also think it could increase because you find something that's unique and special. Yeah. So I think it's both yes and no, I think maybe a losses the support that is not new, so it loses something, it loses like the new smell, a little new look, that thing that comes with something you know is not going to break for many years. But you also gain that feeling of being environmentally friendly, you get a feeling that you have some things that no one else has. And, you have a story you like, you know that items have been somewhere on someone else's head or been somewhere else in the world and I think that it makes the product, maybe even more special than buying it first hand</p>	<p>FH.vs.SH-Compare-Brand.Ex</p> <p>FH.vs.SH-Compare-Brand.Ex-Financial.Value</p> <p>FH.vs.SH-Compare-Brand.Ex-Loss.Support.New</p> <p>FH.vs.SH-Compare-Brand.Ex-Sustainability</p> <p>FH.vs.SH-Compare-Brand.Ex-Story</p> <p>FH.vs.SH-Compare-Brand.Ex-Special</p>
<p>Comparison: Differences between first-hand and second-hand</p>	<p>Do you feel something happens to the brand when you buy it second-hand vs. first-hand?</p> <p>--</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-Brand.Ex</p>
<p>Comparison: Differences between first-hand and second-hand</p>	<p>What do you feel about people buying the same luxury brands that you purchase first-hand, second-hand?</p> <p>Yeah, we did, like, not annoyed but a bit envious that you bought it a a lower price used one, I wish I thought about that or I found it or, like, I wouldn't be a bit like jealous of the deal that you got. But I still think it would be as happy with my bag, but still just a bit annoyed about it. - I think it's good for me as well, it makes me realize there's other opportunities for me next time to maybe look at buying a secondhand because it looks just the same as the new one that I got.</p>	<p>Attitude-towards-SH</p> <p>Attitude-towards-SH-Positive</p> <p>Attitude-towards-SH-Opportunity</p>

Appendix 12

Interview J - Transcribed and Coded version of Interview

Interviewer: 00:02

Okay, so thank you for participating. And if there are any questions you don't want to respond to just let me know. Yeah. And the topic is luxury bath brands bought secondhand and firsthand, and where we would like to know more about your experience with secondhand luxury. And to clarify when talking about secondhand, we talk about both secondhand and vintage markets. So starting out with you, can you tell me your name, age, nationality, and what do you do for a living?

Respondent: 00:38

So my name is Rose and I'm 29 years old and from Finland, but I've lived in Denmark for four years now.

Interviewer: 00:54

Okay. Firstly, we start with some general questions. What is luxury apparel to you?

Respondent: 01:07

Oh, okay. Well, for me, it goes from because I've worked in the luxury business, I would see it as like going in different levels of luxury perhaps. And it's often to do with the price of course and with the service that they offer. So the highest one would probably be like a Hermes and Chanel Bottega Veneta. And then it would come to something that also is hassle it's something around a specific price but like a lower price ranges as well. Like, you wouldn't say that it's not lower because it's still high end luxury, but it would be low in its own product. Selling so you could get something for also 5000 6000 Danish crowns, but it wouldn't be like up from 10,000 and beyond. Yep. Good.

Interviewer: 02:35

Do you purchase any luxury apparel brands both secondhand and firsthand?

Respondent: 02:35

Yes. Yeah.

Interviewer: 02:38

And how often or when do you purchase these luxury brands?

Respondent: 02:49

Well, currently right now not so much because I'm a student but I have worked in the luxury business so of course it's different. When you're in that world you tend to buy more luxury items. And then it would be more frequently it could be one item per two months or three months. And secondhand luxury items I've bought as well. I have used I've used like vintage stores for example. The I've used the the vintage bar that is selling bags, luxury bags, and other small shops that I would like to like go and browse at sometimes in Copenhagen.

Interviewer: 03:52

Good, what kind of luxury items and goods have you purchased?

Respondent: 03:59

I have purchased bags, accessories like sunglasses, belts and smaller items like also some jewelry like not high end jewelry but like fashion jewelry. Also clothing ready to wear sometimes but more rarely. But it would more be from luxury brands but from their outlets that they have in Italy for example.

Interviewer: 04:34

Tell me about some like 123 luxury brands that you buy or have bought

Respondent: 04:41

luxury brands well Louie bits on then Prada because I used to work for them for a couple of years. And and and Chanel I have some fashion jewelry from.

Interviewer: 05:05

Yeah. Good. And then we're gonna start talking about secondhand luxury brands. It's gonna feel like it's a lot of repeating here. But yeah. And do you purchase any luxury brands secondhand? And why do you do it?

Respondent: 05:24

I bought because sometimes it's the price point is simply so high that economically it makes sense to buy secondhand. You if you buy it from with the retail price from the actual store. It can be crazy expensive. I mean, Well, it depends on the budget as well. But as for me I have worked in luxury retail, so it's, it's different. So that's why I would get it secondhand. And one of the reasons is also that I would sell it sometimes myself as a second hand item. So it would make sense, so the price doesn't drop so much. also why Okay, yeah, so mainly, I guess for the price, but also I do like the having something secondhand i i think it's something that we should look more into. There's no need to buy everything firsthand. And I think it's, it's only smart. Getting it from someone else.

Interviewer: 06:54

Could you tell me about some luxury brands that you have purchased secondhand?

Respondent: 06:59

I purchased a Louis Vuitton bag secondhand that was from a very, very old collection. And I got it from the vintage bar. That was many years ago and it was very worn out but it had like a certain kind of charisma to it because it was like looking very vintage as well. So I liked it. Yeah, so I bought a Prada nylon backpack, secondhand. Well, because it's this kind of cloth material that doesn't really you can't really see a lot of signs of it being worn out. So it's it still looks new. And that's why I got it too. But I I really enjoyed like browsing on the secondhand sites and they can have some like offers sometimes also on the items. So when I can I will buy a Chanel purse at one point, but it will be secondhand. For sure.

Interviewer: 08:13

good. Where do you normally buy secondhand luxury brands? Is it online? Or is it in store?

Respondent: 08:25

I have bought Louis Vuitton bags, mainly it's been in the store. And it's simply because I just love the the experience that you get. And I like the service. So sometimes I prefer to get it in the store. Prada I have purchased it as an employee. So it's a little bit different. I have purchased it as an employee button from from an outlet in Italy that we all the employees can use for a special price. So yeah, it's it's an experience as itself as well. The secondhand, I would like to do it in store actually preferably because then you can you can have a look and you can talk with the seller as well. And to make sure everything is okay and you can throw I like to try them on when they are luxury items. I like to feel the fabric or the leather and see how it's been worn out. And if there's any surprises. Yeah, makes sense.

Interviewer: 09:51

So in the following, we're going to talk about the customer journey so you can like choose one of the products and brands that you have purchased secondhand And if you can explain your customer journey from when, from the beginning to an end when you have purchased this secondhand product, okay?

Respondent: 10:11

Well, it was maybe three years ago, from the vintage bar. I purchased the Louis Vuitton like small, small and very old bag from an old collection. And I think they I think they are much bigger today because I keep seeing Instagram posts, posts, and the website is much more elaborate developed these days. But she used to post the pictures only on on Instagram, those days, and I think she was maybe working with some friends that were influencers. So that's why, you know, the name kept popping up. And she had a little showroom. In her flat. She had a room and like, she made it as as if it was like a small studio. Oh, I made a meeting with her

Interviewer: 11:05

on Instagram or?

Respondent: 11:08

Yeah, I think I messaged her from there. And then I I met with her one morning, and she was showing me a couple of bags. in them. It was very nice. She was a very nice girl. And she was explaining me where the bat bag comes from. And yeah, everything about it. Like what happens if the FBI changed my mind? Or if if something comes up? Or like what is the risk of buying vintage items, for example, but it was very nice. And yeah, I think it might be different these days. Maybe because she's much bigger. I think you can get it. You can order it online as well. And she that wasn't possible. During that time. I think you had to meet her face to face. But of course now it's different with COVID and everything. But it was a nice experience. Like I still remember it really well.

Interviewer: 12:14

Where would you say like that your customer journey starts where like, Where do you get the inspiration for buying secondhand luxury?

Respondent: 12:28

I think Instagram. Yeah, maybe very easily, like influenced. I'm trying not to look at Instagram so much. So like certain kinds of influences. I wouldn't be looking at certain bags as well. I think it mainly comes from maybe social media like getting, like an idea, like what kind of styles are coming in next season? Or what kind of vintage bags as well are coming coming back. That's sometimes it might be like a Louis Vuitton classic, something from the monogram collection, you know, long time ago, but then it comes back and it looks really fresh again. So sometimes it's nice to get it second time if you can so yeah. Yeah, so I think it's from social media mainly. But of course, there's always gonna be some, some brands that you feel more maybe connected to, like, I've had a very good experience with lobaton always. I always keep going back to that because I kind of I feel the emotional side of it. Yeah.

Interviewer: 13:45

So about the overall experience across this customer journey, it might match your expectations, or did you have any specific emotions that arose through through this journey?

Respondent: 14:15

I felt like I was supporting a very nice girl who was like starting up her own business. And I think she was still very overwhelmed by how she had a lot of demand. All of a sudden, she was just kind of trying to do it as like a hobby or like something on the side. And then all of a sudden, she had a lot of interest from people that so she was explaining that. So I, I didn't, it was nice to hear from her side, but it was not the most. It was more like going into her home. She was friendly. She gave this service but I had it very it wasn't like going into a store and

how thing. You know, like you would buy it firsthand. You would get a cup of coffee, you would drink some champagne. Yeah, it does not really like that. But I did feel good about it, like buying it from her. Because I think she was. Yeah, she was doing something nice. Nice support. If somebody wants to sell secondhand, I think it's it's only great. Yeah. Good.

Interviewer: 15:27

And in the following, we're gonna ask you to, we are, I am going to ask you to reflect on the specific product and the brand that you just talked about. So, how does this luxury brand and this item appeal to your senses? Like in the sight or touch or smell

Respondent: 16:01

I mean, you can see that it's, it's been worn. It has some charisma to it. Do I love it more than my, my ones from the actual store? I don't know. It's a bit different. But it's. Yeah, it's a nice addition to the collection.

Interviewer: 16:29

Yeah. So does this luxury brand evoke any specific feelings and emotions for you?

Respondent: 16:42

It does. I don't really know. I mean, they they just did a very good job with it. I think I was, I was maybe 21. And it was my first bag of that kind on that scale. I never had anything that expensive or anything, anything like that. And I had worked a lot during one summer in my student job, and I had some, like, extra money left, and I wanted to buy something nice for myself. So I went to a store in London, one of the biggest ones, and it was just such a nice experience that I just kept on going back. Yeah, in low withdrawals. So I think they just made a very good impression. And then I mean, that kind of made me also want to work in the luxury business. Because I felt like I could also I would like to deliver that kind of service. And I could also do it for somebody. So yeah, I think it yeah, it did. Stick with me a bit.

Interviewer: 18:02

But does this luxury brand make you act in a certain way or participate participate in any specific actions? Meaning like, do you buy wearing or using Louie Vito? Do you want to go out more? Do you want to dress up more? Do you want to take more care of your stuff like this make you change your behavior in a way?

Respondent: 18:27

Um, no. I don't know if it did when I was a bit younger, maybe. Yeah, yeah. Now it's just it's more like a nice bag that I bought for myself and I take more care of, but No, it doesn't. Yeah, not No, not really. It's just something valuable. And it you can see I've had I've had one of them for like, How long has it been almost 10 years and I can't see any changes on it. So it's just means for me that it's something like honestly good quality and anything like that. It's just worth it to have it if you are using it a lot. No, but it doesn't really you know, if you mean like if it gives some kind of status.

Interviewer: 19:23

Yeah. Which is like you do want to buy buying that luxury brand. Did it make you want to buy more luxury brands didn't make you care more about? Sorry?

Respondent: 19:35

I think so. Yes. So you just when you have that good experience, and when the items are like you just see that you're getting value for your money. It does make you want to Yes, and then you just see how you take care of them differently. Those items and Yeah, so I guess that Yeah, the answer is yes, it is. It makes a difference.

Interviewer: 20:06

Yeah. And the next is, does this luxury brand make you reflect or think about anything specific? It's also a bit hard question. But if it makes you think about that you consumer consumerism that you want to buy more. So fashion or whatever that is, it makes you reflect on things by buying this luxury brand.

Respondent: 20:45

I don't know, it's, for me, maybe because I also worked for Prada for so long, you just have a certain feeling of the brand itself, and you kind of know them a bit in, in a better way, like, you have a lot of like this quiet information about it. So you do have a certain feeling. And because we've been I've also followed, not not so much now, but I followed a lot of high fashion, like fashion shows and what they're doing and what they're saying. And like the whole industry, so of course, you have a certain kind of feeling about them. And the items and it would be different than for somebody else who wouldn't, you know, it depends on the person I guess, and what kind of relationship or whatever they would have with it. So I just love all these, like old, very old history, kind of French brands and Italian brands that have that are started by one family. And you know, you can read a lot about them. And you can kind of understand the history of where they come from, and how the collections collections that they've made that they change and with time and you can go back and you can like, see what they've done. It's Yeah, you just want to know more about them basically as well. Yeah.

Interviewer: 22:25

And then we're gonna go over to firsthand This is going to also feel a bit repetitive but do you purchase any luxury brands firsthand? And why?

Respondent: 22:38

Yes. What like yeah, the same reasons. So I like certain brands and the aesthetics and the experience that you get while purchasing that item and what I think that is his value for my money as well that I know that it's something that I can also have sell or it will be something classic that will you know, it will be it will look the same as when you purchased it so it will never go out of style.

Interviewer: 23:21

Yeah. Tell me some luxury brands you have purchased firsthand.

Respondent: 23:30

Louis Vuitton, Prada, but it's like it's not a retail price. Chanel know some accessories from what what do I have my wires out?

Interviewer: 23:49

Yep. Where do you normally buy first and luxury brands? I think you said already in store. But

Respondent: 23:57

yes, in stores. And I would like to I like to be in different countries sometimes. So it's a little bit different with the experience that they give us. Well, so I'm from France, London. I don't think I've in Finland as well. That was different Copenhagen, Italy. Yeah.

Interviewer: 24:23

And when you purchase first and luxury, where or how do you find inspiration? If it's still social media or

Respondent: 24:34

social media, yes, I mean, of course, it would be stupid to say that it doesn't have any effect on on, on anything but also by reading fashion magazines and for street fashion. And sometimes simply I've never seen anything. Like it's just on my my own taste and it might be something very old from their collection, but I just, I just like it myself, and then that's it. Yeah.

Interviewer: 25:09

And then we're going to go through our customer journey, if you could choose one of the products you have bought firsthand and explain your customer journey from beginning to an end.

Respondent: 25:21

Okay, so it would be probably well, then I will just go back to Louis Vuitton. Well, they they opened the door for you, that's the first step, they will, they will assign you to a client advisor. And you can browse in the store while you wait for them to come and find you. They will speak to you by your name, because they found it out from the person who was at the door and asking your questions already. So it becomes very personal, like the first steps. And they use they behave in in a different way than they would perhaps in in a different store. Like they, they are moving slowly, they're making sure that you're very comfortable, and you can take your time. So they they're very conscious about how they behave, I think as well. And to make it very luxurious, for example, they're using gloves, when they are showing you bags, they always give you a few options, like not too little, not too much. So you don't get confused. But they are really trying to listen and ask you questions, what you're looking for, and give you the best possible choices and not bring anything that is extra or like something that you didn't ask for. So they, they really personalize it for you, I think. And they also give you space. So when if you are there, and they feel like you had made the right choice, maybe it's just about picking which one now if you want to try them on, they will, they will offer you some drinks or some snacks or something too. So you will feel very comfortable. And it's it's not being rushed the process. And then when you ready? I mean yes. And they give you all the information and what you do like in craving, so, you know personalizations or, or anything like that. And then when you're done, they will let you be and they will let you browse or offer you more drinks and they will go and pocket and it's all very smooth, like a very smooth process. Sometimes it takes half an hour, sometimes it can be two hours. And if it's meant to be very comfortable like that. I never had a bad experience with them. So that's why I've been going back. Yeah, it's I would say it's personalized all the way through. Yeah. Good.

Interviewer: 28:18

Okay, um, so in the overall experience, do you feel that this customer journey match your expectations? Or do you get any special feelings emotions that arise through this customer journey?

Respondent: 28:35

Yeah, I mean, I can't lie, it feels very special when somebody is like, getting that much attention in for buying one bag. You know, it's, it's very nice. It feels nice. And it also it makes sense that you're buying a bag that is, you know, very expensive, but then it should come with the service that is reflecting on that as well.

Interviewer: 29:20

In the following, we're going to reflect more over the brand more on the avatar brand. firsthand on how this luxury brand appeal to your senses. Meaning sight, hearing touch smell

Respondent: 29:39

in the store, I mean, I love that it's it's kind of looks a little bit old fashioned and has a lot of wood. Like some small golden details like it feels just a bit like this very old fashioned luxury inside of me like this old French Building and with lots of suitcases and visual things, but they all kind of blend really nicely together. So it's nothing outrageous or super colorful or anything, it's just looks really the is how do you say, The way it's been designed, It's just it's very soothing with how it looks and,

Interviewer: 30:29

And then, and then how the product or the brand had that one appeal to your sentence, like, the bag? The touch of it, or the smell of it?

Respondent: 30:45

Okay. Well, I've got Yeah, you can feel the leather and the canvas that it's been made onto, it's the bags are quite heavy. And that's what I'll tell you that, you know, it's, it's made of very big heavy as well, because all the metallic parts and everything, it's like, it's very good quality. So it gives a little bit of like heaviness to them and like that. Also, all the little details and how they present it or not, I mean, they just, they make it look really nice for you and perfect. And then and and they do have a specific melt smell and lobaton as well. I don't know if they change it some times. But I think that they do have something specific that they spray. So it's like the same for everyone.

Interviewer: 31:58

Does this luxury brand evoke any specific feelings and emotions for you?

Respondent: 32:09

Yeah, I mean, yes, definitely, definitely different than second hand. Because you feel like you also buying the brand, not only the item, okay. So it is very different, like you, you are buying, you're paying for the service, and you want to get the service as well, and you want to walk into the store, and they all have a different look. And it feels different. So I mean, buying secondhand, For me personally, the cons of it would be that it's not the same experience.

Interviewer: 33:09

Good. And then it's gonna feel like you're asking the same, but also because we're talking about the same brand in both second and first time, but does this brand make you act in a certain way or participate in any specific actions, then you can just reflect if it's different for you, when it's firsthand and secondhand?

Respondent: 33:39

Yeah, if it's a second hand, I would maybe I wouldn't, I would be like okay, you know, a bit destroyed already. So I wouldn't care that much. Yeah, it could maybe I would not be as conscious as like, you know, wouldn't be when some of them like I wouldn't take them out. If I would go outside, and I would know that I have to put my bag on the ground and something I would maybe not take or if somebody there would be a possibility of someone throwing drinks on the bag. I would not take them I would take something else. So maybe if one bag would be the one taking the hit.

Interviewer: 34:32

Yeah. Okay. And then then if it makes the first hand brand make you reflect or think about anything specific. Just then you can reflect if it's different from what you talked about on the second hand.

Respondent: 34:55

Um, specific. I don't know, specific. I mean, it's maybe what it gives me. It's like memories of the experiences I've had, like, it's specific, like flashbacks to memories when, you know if I've been in Spain with my friends, and then I went to the store with them, and we had champagne in there, and then I bought something small for myself. I thought I remember that experience and the feeling

Interviewer: 35:38

And then the last part, we're gonna just more specifically compare the two firsthand and the secondhand experiences you've had. And if you reflect on it, how would you say the customer journey differ when you purchase secondhand versus firsthand from your perspective? Or the customer? The journey, like when you okay?

Respondent: 36:11

Well, in the second hand, it's it's like a usual, like, hello. And then like, it's just goes naturally into the right. I mean, it's just it's much more casual. And, well, I actually, I can't say that about what I had with the vintage bar, because it was like a one on one meeting with a girl. So it was very different. Yeah. So for us, it was Yeah, like very personal, it was only us talking. And it was me at the showroom. Having a look we had and we talked, you know, personal things as well. So it was it was a very nice experience. But if I would say if I go to browse in, like different when vintage or secondhand, like luxury stores that I've been to, it's a nice experience as well, in a sense that they have a lot of knowledge of different brands and products and collections because they've been collecting them and from different clients. They have very interesting stories and they're always, at least from my experience, they like to share them and and it's nice to to get to get to know like the information they have because I'm have many, many brands and collections for example, but But yeah, of course it's it's a different experience.

Interviewer: 37:50

But do you feel like that the luxury brands differ in appealing to your senses? Like the look or the touch or the smell of it? When you buy secondhand roses firsthand?

Respondent: 38:05

Well, yes, of course you always kind of you do. You can see sometimes it's been worn by somebody else. And yet you always think like where has it been? And if there's slight if there will be stains on it. Yeah, I would be a bit like, what is this? Yeah, and it? Yeah, it is. It's a bit different. You just have to You can't expect the same exact same

Interviewer: 38:37

Yeah. Is there any different emotions and feelings for you. Like do you feel more proud of the first hand one or like anything like that?

Respondent: 38:52

No, actually, sometimes I would even feel more proud. I don't know somehow of the secondhand because I would be conscious about it. Like I I don't know, especially in Finland. It's nice to say that Yeah, I just bought it secondhand. It's not people are not you know, counting your coins? Because what, how would you pay for a bag like you need to answer for those questions. So it's sometimes nice that like, I feel very proud when I bought something secondhand or if I made a good you know, good deal or if I found something for a good price as well.

Interviewer: 39:41

That's good. And then do you kind of the same with a sum up but like, do you experience any specific differences with the brand when you purchase it first hand versus secondhand?

Respondent: 40:21

I haven't experienced it. In like that I have been the one, for example, for prouder that I've been the one declined advisor working for them. So there would not really be for example, from the brands, there should not be any differentiation, at least from product I would take in. If somebody needs to prepare, it doesn't matter if it's bought from us. Or if it's bought from somebody secondhand, we would still send it to delay and it would be fixed. Okay. So like that kind of client care part should not be a problem. But I haven't actually, I haven't tried it with low bits on for example, I've never had any problems with anything that I bought from them. So I haven't yet had to deal with that kind of, for example, if they wouldn't take in a second item or something like that.

Interviewer: 41:23

Yeah. So you kind of feel like that the Louis Vuitton that you bought secondhand is still a Louis Vuitton as much as the firsthand.

Respondent: 41:32

Yes, yeah. Okay.

Interviewer: 41:35

And the last question, what do you feel about people buying the same luxury brands that you have purchased firsthand? secondhand?

Respondent: 41:46

I think it's great. Yeah, I think it's it's good to buy secondhand and I yeah, I mean, I it's nice if they can find something that has already been used, and there's no need to to get everything firsthand. Anyway.

Interviewer: 42:09

Thank you. That was all very well. Thank you very much. I,

Respondent: 42:15

I hope that it helps.

Coding of Interview J

Themes	Questions	Codes
Luxury general	<p>What is luxury apparel for you?</p> <p>Oh, okay. Well, for me, it goes from because I've worked in the luxury business, I would see it as like going in different levels of luxury perhaps. And it's often to do with the price of course and with the service that they offer. So the highest one would probably be like a Hermes and Chanel Bottega Veneta. And then it would come to something that also is hassle it's something around a specific price but like a lower price ranges as well. Like, you wouldn't say that it's not lower because it's still high end luxury, but it would be low in its own product. Selling so you could get something for also 5000 6000 Danish crowns, but it wouldn't be like up from 10,000 and beyond. Yep. Good.</p>	<p>Luxury-General</p> <p>Luxury-General-Quality</p> <p>Luxury-General-price</p> <p>Luxury-General-service</p>

Luxury General	<p>How often/When do you purchase luxury brands (both second-hand and first-hand)?</p> <p>Well, currently right now not so much because I'm a student but I have worked in the luxury business so of course it's different. When you're in that world you tend to to buy more luxury items. And then it would be more frequently it could be one item per two months or three months. And secondhand luxury items I've bought as well. I have used I've used like vintage stores for example. The I've used the the vintage bar that is selling bags, luxury bags, and other small shops that I would like to like go and browse at sometimes in Copenhagen.</p>	<p>Luxury-General</p> <p>Luxury-General-resell</p>
Luxury General	<p>What kind of luxury goods have you purchased?</p> <p>I have purchased bags, accessories like sunglasses, belts and smaller items like also some jewelry like not high end jewelry but like fashion jewelry. Also clothing ready to wear sometimes but more rarely. But it would more be from luxury brands but from their outlets that they have in Italy for example.</p>	Luxury-General
Luxury General	<p>Tell me about some, (1-3) luxury brands you buy/have bought?</p> <p>luxury brands well Louie bits on then Prada because I used to work for them for a couple of years. And and Chanel I have some fashion jewelry from.</p>	<p>Luxury-General</p> <p>Luxury-General-Brands</p>
In general: Second-hand luxury brands	<p>Do you purchase any luxury brands second-hand? Why/ Why not?</p> <p>I bought because sometimes it's the price point is simply so high that economically it makes sense to buy secondhand. You if you buy it from with the retail price from the actual store. It can be crazy expensive. I mean, Well, it depends on the budget as well. But as for me who have worked in luxury retail, so it's, it's different. So that's why I would get it secondhand. And one of the reasons is also that I would sell it sometimes myself as a second hand item. So it would make sense, so the price doesn't drop so much. also why Okay, yeah, so mainly, I guess for the price, but also I do like the having something secondhand i i think it's something that we should look more into. There's no need to buy everything firsthand. And I think it's, it's only smart. Getting it from someone else.</p>	<p>SH-Luxury</p> <p>SH-Luxury-price</p> <p>SH-Luxury-resell</p> <p>SH-Luxury-special</p> <p>SH-Luxury-Sustainable</p>

<p>In general: Second-hand luxury brands</p>	<p>Tell me about some luxury brands you have purchased second-hand? a. Is it any specific luxury brands you prefer?</p> <p>I purchased a Louis Vuitton bag secondhand that was from a very, very old collection. And I got it from the vintage bar. That was many years ago and it was very worn out but it had like a certain kind of charisma to it because it was like looking very vintage as well. So I liked it. Yeah, so I bought a Prada nylon backpack, secondhand. Well, because it's this kind of cloth material that doesn't really you can't really see a lot of signs of it being worn out. So it's it still looks new. And that's why I got it too. But I really enjoyed like browsing on the secondhand sites and they can have some like offers sometimes also on the items. So when I can I will buy a Chanel purse at one point, but it will be secondhand. For sure.</p>	<p>SH-Luxury</p> <p>SH-Luxury-Brands</p> <p>SH-Luxury-material</p> <p>SH-Luxury-looks.new</p>
<p>In general: Second-hand luxury brands</p>	<p>Where do you normally buy second-hand luxury brands? a. Online, in-store?</p> <p>I have bought Louis Vuitton bags, mainly it's been in the store. And it's simply because I just love the the experience that you get. And I like the service. So sometimes I prefer to get it in the store. Prada I have purchased it as an employee. So it's a little bit different. I have purchased it as an employee button from from an outlet in Italy that we all the employees can use for a special price. So yeah, it's it's an experience as itself as well. The secondhand, I would like to do it in store actually preferably because then you can you can have a look and you can talk with the seller as well. And to make sure everything is okay and you can throw I like to try them on when they are luxury items. I like to feel the fabric or the leather and see how it's been worn out. And if there's any surprises.</p>	<p>SH-Luxury</p> <p>SH-Luxury-SH-Offline</p> <p>SH-Luxury-SH-Offline-experience</p> <p>SH-Luxury-SH-Offline-service</p> <p>SH-Luxury-SH-Offline-quality.check</p>

<p>In general: Second-hand luxury brands</p>	<p>When purchasing second-hand luxury, where/how do you find inspiration?</p> <p>--</p>	<p>SH-Luxury</p> <p>SH-Luxury-Inspiration</p> <p>SH-Luxury-Inspiration-social.media</p> <p>SH-Luxury-Inspiration-Instagram</p>
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<p>Customer Journey: Second-hand luxury brands</p>	<p>Can you explain your customer journey when you buy second hand luxury? From to beginning to end.</p> <p>Well, it was maybe three years ago, from the vintage bar. I purchased the Louis Vuitton like small, small and very old bag from an old collection. And I think they I think they are much bigger today because I keep seeing Instagram posts, posts, and the website is much more elaborate developed these days. But she used to post the pictures only on on Instagram, those days, and I think she was maybe working with some friends that were influencers. So that's why, you know, the name kept popping up. And she had a little showroom. In her flat. She had a room and like, she made it as as if it was like a small studio. Oh, I made a meeting with her</p> <p>on Instagram or?</p> <p>Yeah, I think I messaged her from there. And then I I met with her one morning, and she was showing me a couple of bags. in them. It was very nice. She was a very nice girl. And she was explaining me where the bag comes from. And yeah, everything about it. Like what happens if I changed my mind? Or if if something comes up? Or like what is the risk of buying vintage items, for example, but it was very nice. And yeah, I think it might be different these days. Maybe because she's much bigger. I think you can get it. You can order it online as well. And she that wasn't possible. During that time. I think you had to meet her face to face. But of course now it's different with COVID and everything. But it was a nice experience. Like I still remember it really well.</p>	<p>SH-C.Journey</p> <p>SH-C.Journey-instagram</p> <p>SH-C.Journey-instore-experience</p> <p>SH-C.Journey-investigation</p>
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Customer Journey: Second-hand luxury brands	<p>Where does it begin? Where do you get the motivation from? Where does your search begin?</p> <p>I think Instagram. Yeah, maybe very easily, like influenced. I'm trying not to look at Instagram so much. So like certain kinds of influences. I wouldn't be looking at certain bags as well. I think it mainly comes from maybe social media like getting, like an idea, like what kind of styles are coming in next season? Or what kind of vintage bags as well are coming coming back. That's sometimes it might be like a Louis Vuitton classic, something from the monogram collection, you know, long time ago, but then it comes back and it looks really fresh again. So sometimes it's nice to get it second time if you can so yeah. Yeah, so I think it's from social media mainly. But of course, there's always gonna be some, some brands that you feel more maybe connected to, like, I've had a very good experience with Louis Vuitton always. I always keep going back to that because I kind of I feel the emotional side of it. Yeah.</p>	<p>SH-C.Journey</p> <p>SH-C.Journey-Motivation</p> <p>SH-Luxury-Inspiration-social.media</p> <p>SH-Luxury-Inspiration-Instagram</p> <p>SH-Luxury-Inspiration-trends</p> <p>SH-Brand.Ex-emotional</p> <p>SH-Brand.Ex-loyalty</p>
Customer Journey: Second-hand luxury brands	<p>Tell us about the overall experience across the entire customer journey? How do you experience it?</p> <ul style="list-style-type: none"> · Did it match your expectations? · What emotions arise through this experience? <p>I felt like I was supporting a very nice girl who was like starting up her own business. And I think she was still very overwhelmed by how she had a lot of demand. All of a sudden, she was just kind of trying to do it as like a hobby or like something on the side. And then all of a sudden, she had a lot of interest from people that so she was explaining that. So I, I didn't, it was nice to hear from her side, but it was not the most. It was more like going into her home. She was friendly. She gave this service but I had it very it wasn't like going into a store and how thing. You know, like you would buy it firsthand. You would get a cup of coffee, you would drink some champagne. Yeah, it does not really like that. But I did feel good about it, like buying it from her. Because I think she was. Yeah, she was doing something nice. Nice support. If somebody wants to sell secondhand, I think it's it's only great. Yeah. Good.</p>	<p>SH-C.Journey</p> <p>SH-C.Journey-Expectation</p> <p>SH-C.Journey-Expectation-positive.outcome</p> <p>SH-C.Journey-Expectation-different</p>

Brand-Experience: Second-hand - Sensory dimension	<p>How does the luxury brand appeal to your senses (sight, hearing, touch, smell, and taste)?</p> <p>I mean, you can see that it's, it's been worn. It has some charisma to it. Do I love it more than my, my ones from the actual store? I don't know. It's a bit different. But it's. Yeah, it's a nice addition to the collection.</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Sense</p> <p>SH-Brand.Ex-Sense-used</p> <p>SH-Brand.Ex-Sense-charisma</p>
Brand-Experience: Second-hand - Affective dimension	<p>Does this luxury brand evoke any specific feelings and emotions?</p> <p>a. If yes, which feelings and emotions does it evoke?</p> <p>It does. I don't really know. I mean, they they just did a very good job with it. I think I was, I was maybe 21. And it was my first bag of that kind on that scale. I never had anything that expensive or anything, anything like that. And I had worked a lot during one summer in my student job, and I had some, like, extra money left, and I wanted to buy something nice for myself. So I went to a store in London, one of the biggest ones, and it was just such a nice experience that I just kept on going back. Yeah, in low withdrawals. So I think they just made a very good impression. And then I mean, that kind of made me also want to work in the luxury business. Because I felt like I could also I would like to deliver that kind of service. And I could also do it for somebody.</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Affect</p> <p>SH-Brand.Ex-Affect-saving.up</p> <p>SH-Brand.Ex-Affect-memories</p> <p>SH-Brand.Ex-Affect-excitement</p> <p>SH-Brand.Ex-Affect-good.impression</p> <p>SH-Brand.Ex-Affect-service</p> <p>SH-Brand.Ex-Affect-connection</p>

<p>Brand-Experience: Second-hand - Behavioral dimension</p>	<p>Does this luxury brand make you act in a certain way/participate in any specific actions? Explain a. If yes, how?</p> <p>Um, no. I don't know if it did when I was a bit younger, maybe. Yeah, yeah. Now it's just it's more like a nice bag that I bought for myself and I take more care of, but No, it doesn't. Yeah, not No, not really. It's just something valuable. And it you can see I've had I've had one of them for like, How long has it been almost 10 years and I can't see any changes on it. So it's just means for me that it's something like honestly good quality and anything like that. It's just worth it to have it if you are using it a lot. No, but it doesn't really you know, if you mean like if it gives some kind of status.</p> <p>Yeah. Which is like you do want to buy buying that luxury brand. Did it make you want to buy more luxury brands didn't make you care more about?</p> <p>I think so. Yes. So you just when you have that good experience, and when the items are like you just see that you're getting value for your money. It does make you want to Yes, and then you just see how you take care of them differently. Those items and Yeah, so I guess that Yeah, the answer is yes, it is. It makes a difference</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex- Behavioral</p> <p>SH-Brand.Ex- Behavioral-careful</p> <p>SH-Brand.Ex- Behavioral-buymore</p>
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Brand-Experience: Second-hand - Intellectual dimension	<p>Does this luxury brand make you reflect/think about anything specific?</p> <p>a. If yes, how?</p> <p>I don't know, it's, for me, maybe because I also worked for Prada for so long, you just have a certain feeling of the brand itself, and you kind of know them a bit in, in a better way, like, you have a lot of like this quiet information about it. So you do have a certain feeling. And because we've been I've also followed, not not so much now, but I followed a lot of high fashion, like fashion shows and what they're doing and what they're saying. And like the whole industry, so of course, you have a certain kind of feeling about them. And the items and it would be different than for somebody else who wouldn't, you know, it depends on the person I guess, and what kind of relationship or whatever they would have with it. So I just love all these, like old, very old history, kind of French brands and Italian brands that have that are started by one family. And you know, you can read a lot about them. And you can kind of understand the history of where they come from, and how the collections collections that they've made that they change and with time and you can go back and you can like, see what they've done. It's Yeah, you just want to know more about them basically as well. Yeah.</p>	<p>SH-Brand.Ex</p> <p>SH-Brand.Ex-Intellectual</p> <p>SH-Brand.Ex-Intellectual-Brand.history</p> <p>SH-Brand.Ex-Intellectual-learn.more</p>
In general: First-hand luxury brands	<p>Do you purchase any luxury brands first-hand?</p> <p>a. Why, why not?</p> <p>Yes. What like yeah, the same reasons. So I like certain brands and the aesthetics and the experience that you get while purchasing that item and what I think that is his value for my money as well that I know that it's something that I can also have sell or it will be something classic that will you know, it will be it will look the same as when you purchased it so it will never go out of style.</p>	<p>FH-Luxury</p> <p>FH-Luxury-value</p> <p>FH-Luxury-resell</p> <p>FH-Luxury-timeless</p>
In general: First-hand luxury brands	<p>Tell me about some luxury brands you have purchased first-hand?</p> <p>Louis Vuttion, Prada, but it's like it's not a retail price. Chanel know some accessories from</p>	<p>FH-Luxury</p> <p>FH-Luxury.Brands</p>

<p>In general: First-hand luxury brands</p>	<p>Where do you normally buy first-hand luxury brands? a. Online, in-store?</p> <p>yes, in stores. And I would like to I like to be in different countries sometimes. So it's a little bit different with the experience that they give us. Well, so I'm from France, London. I don't think I've in Finland as well. That was different Copenhagen, Italy. Yeah.</p>	<p>FH-Luxury</p> <p>FH-Luxury-Offline</p>
<p>In general: First-hand luxury brands</p>	<p>When purchasing first-hand luxury, where/how do you find inspiration?</p> <p>Social media, yes, I mean, of course, it would be stupid to say that it doesn't have any effect on anything but also by reading fashion magazines and street fashion. And sometimes simply just see something, like it's just on my own taste and it might be something very old from their collection, but I just, I just like it myself, and then that's it.</p>	<p>FH-Luxury</p> <p>FH-Luxury-Inspiration</p> <p>FH-Luxury-Inspiration-magazines</p> <p>FH-Luxury-Inspiration-social.media</p> <p>FH-Luxury-Inspiration-Instagram</p> <p>FH-Luxury-Inspiration-product.collection</p>

<p>Customer Journey: First-hand luxury brands</p>	<p>Can you explain your customer journey when you buy first-hand luxury? From to beginning to end.</p> <p>Okay, so it would be probably well, then I will just go back to Louis Vuitton.</p> <p>Well, they opened the door for you, that's the first step, they will assign you to a client advisor. And you can browse in the store while you wait for them to come and find you. They will speak to you by your name, because they found it out from the person who was at the door and asking your questions already. So it becomes very personal, like the first steps. And they use they behave in in a different way than they would perhaps in in a different store. Like they, they are moving slowly, they're making sure that you're very comfortable, and you can take your time. So they they're very conscious about how they behave, I think as well. And to make it very luxurious, for example, they're using gloves, when they are showing you bags, they always give you a few options, like not too little, not too much. So you don't get confused. But they are really trying to listen and ask you questions, what you're looking for, and give you the best possible choices and not bring anything that is extra or like something that you didn't ask for. So they, they really personalize it for you, I think. And they also give you space. So when if you are there, and they feel like you had made the right choice, maybe it's just about picking which one now if you want to try them on, they will, they will offer you some drinks or some snacks or something too. So you will feel very comfortable. And it's it's not being rushed the process. And they give you all the information and what you do like in craving, so, you know personalizations or, or anything like that.</p> <p>And then when you're done, they will let you be and they will let you browse or offer you more drinks and they will go and pocket and it's all very smooth, like a very smooth process. Sometimes it takes half an hour, sometimes it can be two hours. And if it's meant to be very comfortable like that. I never had a bad experience with them. So that's why I've been going back.</p> <p>Yeah, it's I would say it's personalized all the way through. Yeah. Good.</p>	<p>FH-C.Journey</p> <p>FH-C.Journey-personalized</p> <p>FH-C.Journey-instore</p> <p>FH-C.Journey-service</p> <p>FH-C.Journey-service</p> <p>FH-C.Journey-comfortable</p> <p>FH-C.Journey-luxurious</p> <p>FH-C.Journey-consumer.centric</p>
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Customer Journey: First-hand luxury brands	<p>Where does it begin? Where do you get the motivation from? Where does your search begin?</p> <p>--</p>	<p>FH-C.Journey</p> <p>FH-C.Journey-Motivation</p>
Customer Journey: First-hand luxury brands	<p>Tell us about the overall experience across the entire customer journey? How do you experience it?</p> <ul style="list-style-type: none"> · Did it match your expectations? · What emotions arise through this experience? <p>Yeah, I mean, I can't lie, it feels very special when somebody is like, getting that much attention in for buying one bag. You know, it's, it's very nice. It feels nice. And it also it makes sense that you're buying a bag that is, you know, very expensive, but then it should come with the service that is reflecting on that as well.</p>	<p>FH-C.Journey</p> <p>FH-C.Journey-Expectation</p> <p>FH-C.Journey-Expectation-match</p> <p>FH-C.Journey-Expectation-service</p> <p>FH-C.Journey-Expectation-special</p> <p>FH-C.Journey-Emotions-special</p> <p>FH-C.Journey-Emotions-attention</p>
Brand Experience: First-hand luxury brands	<p>In the next section we are going to ask you to reflect on one luxury brand you have bought first-hand.</p> <p>Tell me about one luxury brand you have bought first-hand?</p> <p>Louis Vuitton</p>	<p>FH-Brand.Ex</p>

<p>Brand Experience: First-hand - Sensory dimension</p>	<p>How does the luxury brand appeal to your senses (sight, hearing, touch, smell, and taste)?</p> <p>in the store, I mean, I love that it's it's kind of looks a little bit old fashioned and has a lot of wood. Like some small golden details like it feels just a bit like this very old fashioned luxury inside of me like this old French Building and with lots of suitcases and visual things, but they all kind of blend really nicely together. So it's nothing outrageous or super colorful or anything, it's just looks really the is how do you say, The way it's been designed, It's just it's very soothing with how it looks and,</p> <p>Product:</p> <p>Okay. Well, I've got Yeah, you can feel the leather and the canvas that it's been made onto, it's the bags are quite heavy. And that's what I'll tell you that, you know, it's, it's made of very big heavy as well, because all the metallic parts and everything, it's like, it's very good quality. So it gives a little bit of like heaviness to them and like that. Also, all the little details and how they present it or not, I mean, they just, they make it look really nice for you and perfect. And then and and they do have a specific melt smell and lobaton as well. I don't know if they change it some times. But I think that they do have something specific that they spray. So it's like the same for everyone.</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Sense</p> <p>FH-Brand.Ex-Sense-appealing</p> <p>FH-Brand.Ex-Sense-quality</p> <p>FH-Brand.Ex-Sense-heavy</p> <p>FH-Brand.Ex-Sense-smell</p> <p>FH-Brand.Ex-Sense-Instore-old.fashioned</p> <p>FH-Brand.Ex-Sense-Instore-Soothing</p>
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<p>Brand-Experience: First-hand - Affective dimension</p>	<p>Does this luxury brand evoke any specific feelings and emotions? a. If yes, which feelings and emotions does it evoke?</p> <p>Yeah, I mean, yes, definitely, definitely different than second hand. Because you feel like you also buying the brand, not only the item, okay. So it is very different, like you, you are buying, you're paying for the service, and you want to get the service as well, and you want to walk into the store, and they all have a different look. And it feels different. So I mean, buying secondhand, For me personally, the cons of it would be that it's not the same experience.</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Affect</p> <p>FH-Brand.Ex-Affect-different.from.SH</p> <p>FH-Brand.Ex-Affect-buying the brand</p> <p>FH-Brand.Ex-Affect-value</p> <p>FH-Brand.Ex-Experience</p> <p>FH-C.Journey-experience</p>
<p>Brand-Experience: First-hand - Behavioral dimension</p>	<p>Does this luxury brand make you act in a certain way/participate in any specific actions? Explain a. If yes, how?</p> <p>Yeah, if it's a second hand, I would maybe I wouldn't, I would be like okay, you know, a bit destroyed already. So I wouldn't care that much. Yeah, it could maybe I would not be as conscious as like, you know, wouldn't be when some of them like I wouldn't take them out. If I would go outside, and I would know that I have to put my bag on the ground and something I would maybe not take or if somebody there would be a possibility of someone throwing drinks on the bag. I would not take them I would take something else. So maybe if one bag would be the one taking the hit.</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Behavioral</p> <p>FH-Brand.Ex-Behavioral- care.less</p> <p>FH.vs.SH-Brand.Ex-Behavioral</p>

<p>Brand-Experience: First-hand - Intellectual dimension</p>	<p>Does this luxury brand make you reflect/think about anything specific? a. If yes, how?</p> <p>Um, specific. I don't know, specific. I mean, it's maybe what it gives me. It's like memories of the experiences I've had, like, it's specific, like flashbacks to memories when, you know if I've been in Spain with my friends, and then I went to the store with them, and we had champagne in there, and then I bought something small for myself. I thought I remember that experience and the feeling</p>	<p>FH-Brand.Ex</p> <p>FH-Brand.Ex-Intellectual</p> <p>FH-Brand.Ex-Intellectual-memories</p> <p>FH-Brand.Ex-Intellectual-buying.experience</p>
<p>Comparison: Differences between first-hand and second-hand: Customer Journey</p>	<p>How does the customer journey differ when purchasing second-hand vs. first-hand (from your perspective)? a. Please explain some specific touchpoints, what differs the most for you?</p> <p>Well, in the second hand, it's it's like a usual, like, hello. And then like, it's just goes naturally into the right. I mean, it's just it's much more casual. And, well, I actually, I can't say that about what I had with the vintage bar, because it was like a one on one meeting with a girl. So it was very different. Yeah. So for us, it was Yeah, like very personal, it was only us talking. And it was me at the showroom. Having a look we had and we talked, you know, personal things as well. So it was it was a very nice experience. But if I would say if I go to browse in, like different when vintage or secondhand, like luxury stores that I've been to, it's a nice experience as well, in a sense that they have a lot of knowledge of different brands and products and collections because they've been collecting them and from different clients. They have very interesting stories and they're always, at least from my experience, they like to share them and and it's nice to to get to get to know like the information they have because I'm have many, many brands and collections for example, but But yeah, of course it's it's a different experience.</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-CJ</p> <p>FH.vs.SH-Compare-CJ-FH:special</p> <p>FH.vs.SH-Compare-CJ-FH:service</p> <p>FH.vs.SH-Compare-CJ-SH:Knowledge</p> <p>FH.vs.SH-Compare-CJ-SH:background.story</p> <p>FH.vs.SH-Compare-CJ-SH:Relaxed</p> <p>FH.vs.SH-Compare-CJ-different</p>

Comparison: Differences between first-hand and second-hand - Customer journey	How does the overall experience across the entire customer journey differ? <ul style="list-style-type: none"> - Do you have different expectations for the journey when purchasing first-hand luxury vs. second-hand luxury? - What different emotions arise through the experience first-hand vs. second-hand? <p>---</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-CJ-Expect</p> <p>FH.vs.SH-Compare-CJ-Emotions</p>
Comparison: Differences between first-hand and second-hand - Sensory	When comparing first-hand and second-hand luxury brands, how does it differ in appealing to your senses? <p>Well, yes, of course you always kind of you do. You can see sometimes it's been worn by somebody else. And yet you always think like where has it been? And if there's slight if there will be stains on it. Yeah, I would be a bit like, what is this? Yeah, and it? Yeah, it is. It's a bit different. You just have to You can't expect the same exact same</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-Brand.Ex</p> <p>FH.vs.SH-Brand.Ex-Sense</p> <p>FH.vs.SH-Brand.Ex-Sense-SH:used</p> <p>FH.vs.SH-Brand.Ex-Sense-SH:background.story</p> <p>FH.vs.SH-Brand.Ex-Sense-Different</p>
Comparison: Differences between first-hand and second-hand - Affective	Does second-hand vs. first-hand luxury brands evoke different emotions and feelings? <p>No, actually, sometimes I would even feel more proud. I don't know somehow of the secondhand because I would be conscious about it. Like I I don't know, especially in Finland. It's nice to say that Yeah, I just bought it secondhand. It's not people are not you know, counting your coins? Because what, how would you pay for a bag like you need to answer for those questions. So it's sometimes nice that like, I feel very proud when I bought something secondhand or if I made a good you know, good deal or if I found something for a good price as well.</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Brand.Ex-Affective</p> <p>FH.vs.SH-Brand.Ex-Affective-proud</p> <p>FH.vs.SH-Brand.Ex-Affective-more.proud-price</p> <p>FH.vs.SH-Brand.Ex-Affective-good.deal</p>
Comparison: Differences between first-hand and second-hand - Behavioral	Behavioral: Differences <p>---</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Brand.Ex-Behavioral</p>

Comparison: Differences between first-hand and second-hand - Intellectual	Intellectual: Differences ---	FH.vs.SH-Compare FH.vs.SH-Brand.Ex-Intellectual
Comparison: Differences between first-hand and second-hand	<p>Do you experience any differences with the brand when purchasing first-hand luxury vs. second-hand luxury?</p> <p>I haven't experienced it. In like that I have been the one, for example, for prouder that I've been the one declined advisor working for them. So there would not really be for example, from the brands, there should not be any differentiation, at least from product I would take in. If somebody needs to prepare, it doesn't matter if it's bought from us. Or if it's bought from somebody secondhand, we would still send it to delay and it would be fixed. Okay. So like that kind of client care part should not be a problem. But I haven't actually, I haven't tried it with low bits on for example, I've never had any problems with anything that I bought from them. So I haven't yet had to deal with that kind of, for example, if they wouldn't take in a second item or something like that.</p> <p>Yeah. So you kind of feel like that the Louis Vuitton that you bought secondhand is still a Louis Vuitton as much as the firsthand.</p> <p>Yes, yeah.</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-Brand.Ex</p> <p>FH.vs.SH-Compare-Brand.Ex-No.difference</p> <p>FH.vs.SH-Compare-Brand.Ex-same.quality</p>
Comparison: Differences between first-hand and second-hand	<p>Do you feel something happens to the brand when you buy it second-hand vs. first-hand?</p> <p>---</p>	<p>FH.vs.SH-Compare</p> <p>FH.vs.SH-Compare-Brand.Ex</p>
Comparison: Differences between first-hand and second-hand	<p>What do you feel about people buying the same luxury brands that you purchase first-hand, second-hand?</p> <p>I think it's great. Yeah, I think it's good to buy secondhand and I yeah, I mean, I it's nice if they can find something that has already been used, and there's no need to to get everything firsthand. Anyway.</p>	<p>Attitude-towards-SH</p> <p>Attitude-towards-SH-sustainability</p> <p>Attitude-towards-SH-positive</p>

Appendix 13

Comparing Brand Experience (Second-hand vs. First-hand)

COMPARING BRAND EXPERIENCE										
SENSORY DIMENSION										
Respondent	A	B	C	D	E	F	G	H	I	J
Second-hand	Used	Smell Used	Same quality	Smell Used	Smell Used	Look used	Luxury feeling	Retro look	Retro look	Look used
	Smell Used	Same Quality		Appealing	Appealing	Smell Used	Special	Smell used	Smell used	Charisma
		Retro Look				Less quality	Symbolic			
First-hand		Look new	Same quality	Appealing	New smell	New smell	Feel quality	Smell new	Smell new	Appealing
		Same quality	Feels new		Appealing	Feels/Look fresh and new	Look classic	Feel quality	Feels new	Feel quality
		Smell new	Look classic				Special	Visual	Feel quality	New smell
			Appealing						Timeless	

COMPARING BRAND EXPERIENCE										
AFFECTIVE DIMENSION										
Respondent	A	B	C	D	E	F	G	H	I	J
Second-hand	Less excited	More proud	Memories	Feeling trendy	Feeling exited	Responsible	More proud	Feeling trendy	Feeling trendy	More proud
		More special	Feeling exited	Feeling Happy	Feeling unique	Nostalgia	Affordable	Feeling proud	Confident	Memories
		Feeling unique		Feeling better wearing Second-hand					Feeling happy	Feeling exited
First-hand		Feel more confident	Memories		Feeling exited	Feel high-class	Feel classy	Feeling happy	Feeling trendy	Feel special
		Responsible	Special occasion		Feeling special			Feeling special	Confident	
			Feeling proud					Feeling exited	Feeling happy	
			Confident							
			Feels like more waste of money							

COMPARING BRAND EXPERIENCE										
BEHAVIORAL DIMENSION										
Respondent	A	B	C	D	E	F	G	H	I	J
Second-hand	Less careful	Careful Confident	Confident	Careful Confident	Confident	Responsible Careful	Careful Going out Show off Fitting	Careful	Show off	Less careful Buy items more
First-hand		Careful Confident Show off	Show off Confident	Careful	More careful Show off	Show off	Careful Show off More confident	Careful	Show off More confident	

COMPARING BRAND EXPERIENCE										
INTELLECTUAL DIMENSION										
Respondent	A	B	C	D	E	F	G	H	I	J
Second-hand		Consumerism		Sustainability		Sustainability Consumerism Background story	Price Consumerism	Sustainability	Sustainability Consumerism	Brand history
First-hand	Reflect on others	Consumerism Sustainability				Consumerism Fast fashion Responsible	Price		Consumerism Fast fashion Responsible	Buying the brand and the service

Appendix 14

Comparing Customer Journey (Second-hand vs. First-hand)

COMPARING FIRST-HAND VS. SECOND-HAND										
CUSTOMER JOURNEY										
Respondent	A	B	C	D	E	F	G	H	I	J
Findings	Unique and rare items	Treasure-hunt Unique and rare items Uncertainty Charming experience More like an activity More messy		Stressful Uncertainty Better deals Unique and rare items	Finding unique and rare items Finding better deals More uncertainty Less safety More spontaneous decisions	More messy Less attention to individuals	More uncertainty Feeling treasure-hunt Lucky when you find something More fun experience More relaxed instore experience	Finding unique and rare items Finding better deals	Feeling like a treasure-hunt Finding unique and rare items	Tell background story of item
FIRST HAND	Better service Higher expectation Special treatment Personal assistant Dream come true	More safe and certain Better service Expect better service Feel more luxurious	More special experience Higher expectations for service Feel more special	Longer process More special treatment Feeling special in the moment	Better service Higher expectation Feeling more special in the moment Longer process	Better service More attentive Higher expectations for service	A simpler process More certainty Higher expectations Better service More knowledge Feeling of not fitting in at the store	Higher expectation Better service Feeling special in the moment Special treatment	More luxurious experience More fancy	Feel more special Better service Paying for the brand and the service
Key finding	Second-hand luxury journey is considered more as a treasure hunt where you find more unique and rare items, viewed as good deals, characterized as a more uncertain experience.									
	First-hand luxury journey is does have higher expectations and better service while feeling more special in the moment.									
Example	<p>"I think the most prominent difference is that the vintage shopping feels, or second hand feels more like a treasure hunt, you're doing something special, you're finding something special, it's unique items, there's only one of each and you know that you won't pass by anybody with the same item on the street. So the process is also more charming in a way because you know, that is unique items that you're looking at. And at the same time, it can also be a bit frustrating because you don't know what you'll find. So maybe you won't find anything, maybe you have some certain ideas in your head of what you want. But you can never be sure to find exactly, or something similar even. And also you find stuff and it's not your size. And there's a lot of things that also makes it harder when it's just one item of each. But that's also you know, the charm of it.</p> <p>It is a more appealing day activity to go vintage shopping, but it's safer to buy it firsthand, because you know what you're getting and you know, you know where it is, you know, they have the sizes, and you know, if it breaks, you can come back and they'll fix it"</p> <p>-Respondent B</p>									

Appendix 15

Comparing Second-hand vs. First-hand

COMPARING SECOND-HAND VS. FIRST-HAND	
DOES ANYTHING HAPPEN TO A BRAND WHEN BOUGHT SECOND-HAND?	
Respondent	Findings
A	
B	<i>«It has some more charm to it when I buy it secondhand. And it's, it's, as I said it, I don't see anybody else wearing it. And I won't expect anybody else to show up with the same and it makes me feel unique and stylish, and they can instantly up the game of an outfit. You don't feel you could get that with the firsthand brand»</i>
C	
D	<i>"I don't think it harms the brands by selling secondhand, I don't think so. I think it only maybe even positive for them because people are willing to buy used products for quite a high price."</i>
E	<i>«But I don't think it matters for the brand. I'm not sure if it actually does affect the brands because, like Gucci, for example, they will still have their rich, you know, the loyal customers because like a lot of customers out there that are very like, maybe older and rich and stuff like that and they don't prefer buying second-hand. So they will definitely keep those customers always, they will always be loyal to them, but they will definitely lose some customers like the younger customers who are like saving up to buy a bag because now they will probably just buy it second hand, but always the brand will be recognized. For them because it's always like we are reusing the product, and it's their product basically so it's always a brand recognition. So I think it is not a bad thing but is actually a good thing because then we are recycling and being sustainable. And the brands still have their loyal, loyal customers because their customers out there don't prefer buying a used product»</i>
F	<i>"I mean, obviously the value, like the, the, the financial value of a secondhand piece drops, obviously, but I think the sentimental value is, is higher at least for me, so it's more because unique, and yeah, it has a story to it."</i>
G	
H	<i>"No I would not say so, the brand is just going to be more recognized because more people have the possibility to buy it. I mean there's always someone people that doesn't want to buy used things, so I think the brand will always keep they loyal consumers, I think it's just the positive thing for the brands and it will just make the brand more recognize, which is a good thing"</i>
I	
J	
Key finding	Overall buying luxury brands second-hand is perceived as it has a positive effect on the brand and for the consumer.

Appendix 16

Comparing Second-hand vs. First-hand (Attitude)

COMPARING SECOND-HAND VS. FIRST-HAND	
ATTITUDE TOWARDS THE TREND OF SECOND-HAND CONSUMPTION	
Resp.	Findings
A	<i>"A part of the price you're paying, it's this feeling of going into a store doing all of this process. If I had someone else to buy it, then I would regret it, like "Oh, I should have done it myself". Because like, there is a part of it to open a new box and use it for the first time. This is a part of the journey and is the reason why I'm ready to pay this price - But I think it's cool when someone is buying this second-hand, but the price difference is not that that's super much I think"</i>
B	<i>"Totally fine. I think it's a good thing. And it's not necessarily the same item. And I would encourage people to do it, it doesn't tear down my perception of the firsthand at all. Maybe it even heightens it. Just because it means that it's it will still be cool in 10 years, it will still be something that we value. And it keep its value through time."</i>
C	<i>"Um, if it's in the same condition, I would be like, Damn, why didn't I discover that first?"</i>
D	<i>"And yes, I would probably think I would then regret that I bought it first-hand. But still there are basically pros and cons to both things. Certain things you don't get when buying secondhand. You're not getting the experience and the insurance of having this product also you can't return it and if something happens to it. But it also would depend on the condition of the second-hand if it was in super good condition, Yes, I would be a bit disappointed."</i>
E	<i>"I think it will be hard to see because I probably not spend much more money on it. So yeah, for the same bag I would regret it. And your bag would probably have be more unique because it is older, so it has more uniqueness and more storytelling to it I guess."</i>
F	<i>"Actually, it makes me feel that, you know, happy about it that it's been maybe this in this many years and now it's kind of a turning in the circle, if you know. So I think that's a good thing. And then I also know if I still have that piece, then the value of my piece can also increase."</i>
G	<i>"I think they probably did a better deal than me. If they look just as good and They're not destroyed, I think like, OK, uh, sucks for me. I paid the full price for something that looks exactly similar and I could have paid less."</i>
H	<i>"I guess it will depend on the price difference, If would suck if the same bag second-hand, in a good condition would be at much lower price, then I would definitely regret it, because yeah, I sometimes feel a bit better knowing that I bought used things, considering the environment"</i>
I	<i>"But I still think it would be as happy with my bag, but still just a bit annoyed about it. - I think it's good for me as well, it makes me realize there's other opportunities for me next time to maybe look at buying a secondhand because it looks just the same as the new one that I got."</i>
J	<i>"I think it's good to buy secondhand and I yeah, I mean, I it's nice if they can find something that has already been used, and there's no need to get everything firsthand"</i>
Key finding	The overall attitude toward the evolving trend of second-hand consumption is considered to be positive.