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The Afterlife of Luxury: Triggers, Intentions, and Channel Preference in China's Resale Boom

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Abstract

This study examines the factors shaping Chinese consumers' intention to resell used luxury products and their preferences for resale channels, drawing on the extended Theory of Planned Behavior (TPB). Data were collected from 381 consumers via an online survey and analyzed using structural equation modelling with confirmatory factor analysis and regression. Results indicate that the primary motivation for reselling is the lack of need when items are no longer useful or suitable. Consumers' resale intentions are driven mainly by internal factors: attitudes, sense of duty, perceived benefits, and behavioral control, while external factors, such as subjective norms, have minimal impact. Resale intention also partially mediates the link between attitudes and channel choice, with stronger intentions leading to a preference for offline resale outlets. This study enhances understanding of luxury resale behavior in China and provides implications for marketers and policymakers seeking to address the growing secondhand luxury market.

Keywords: Luxury product resale, Consumer behavior, Sustainable luxury, Extended TPB, Channel preference, Chinese market

1. Introduction

Luxury consumption has long been associated with rarity and scarcity, together with a strong emphasis on superior quality, refined aesthetics, functional excellence, and symbolic exclusivity (Kapferer 2012; Keith and Silies 2015; Ko, Costello, and Taylor 2019; Pang 2022). Luxury brands are commonly understood to combine functional and emotional benefits with a prestigious image and a deep psychological connection to consumers (Ko, Costello, and Taylor 2019). These features distinguish luxury goods from ordinary consumer products and make decisions related to their ownership and disposal especially value-laden, socially sensitive, and consequential.

In recent years, China has become one of the most influential markets in the global luxury industry. Frequently described as the world's second-largest luxury consumption market, China plays a central role in shaping global demand patterns and industry dynamics (Hung et al. 2020; Li et al. 2021; Aleem, Loureiro, and Bilro 2022). For Chinese consumers, luxury goods signify more than product quality or craftsmanship. They also function as important symbols of face-conscious and conspicuous consumption embedded in broader social and cultural contexts (Zhang and Wang 2019). At the same time, the rapid growth of luxury consumption has unfolded alongside rising concerns about environmental and social sustainability. As public awareness of responsible consumption increases, sustainability has become an increasingly prominent theme in both luxury research and practice (Sun, Bellezza, and Paharia 2021).

Within this context, the concept of sustainable luxury has attracted growing scholarly attention. Prior research has examined sustainable luxury from multiple angles. At the firm level, studies explore how luxury brands incorporate sustainability into production, sourcing, and commercialization strategies. At the consumer level, research focuses on how individuals reconcile luxury consumption with sustainability principles. In this stream, second-hand markets are often highlighted as a key mechanism for extending

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product lifecycles and reducing waste (Amatulli et al. 2020). Through resale, luxury goods can circulate beyond their initial ownership, creating economic value for consumers while contributing to broader sustainability objectives.

Despite this expanding body of research, work on second-hand luxury markets reveals a clear imbalance. Academic attention has concentrated largely on buyers' motivations, perceptions, and purchasing behaviors, while the perspective of sellers remains comparatively underexplored (Aleem, Loureiro, and Bilro 2022). This gap is theoretically meaningful. Consumers who resell their luxury products play a critical role in activating and sustaining secondary markets by determining which goods re-enter circulation, when resale takes place, and under what conditions transactions are executed. Their resale practices generate individual economic returns and directly contribute to extending product lifespans, thereby supporting sustainable luxury consumption (Chu 2013). Gaining a fuller understanding of second-hand luxury markets therefore requires shifting analytical focus beyond acquisition to resale behavior as a distinct and consequential form of consumer decision-making.

In addition, resale behavior in luxury markets cannot be understood as a simple yes-or-no decision. After forming an intention to resell, consumers must decide how resale will be carried out, most notably through the selection of resale channels such as online platforms or offline consignment stores. These channels differ in several important respects, including authentication procedures, interpersonal interaction, pricing transparency, convenience, and perceived transaction security (Suryandari and Paswan 2014; Jaag and Bach 2015; Esenduran, Hill, and Noh 2020; Guan, Song, and Sun 2022; Aparicio, Metzman, and Rigobon 2024). As a result, consumers with similar resale intentions may engage in very different resale practices. Even so, prior research has often treated channel selection as an exogenous preference shaped by factors such as trust, perceived risk, or convenience, instead of recognizing it as an integral part of the resale decision process.

To address these issues, this study adopts the Theory of Planned Behavior (TPB) to examine luxury resale from a process-oriented perspective. TPB has been widely used to explain intention formation in consumption and disposal contexts by linking attitudes, subjective norms, and perceived behavioral control to behavioral intentions (Ajzen 1991, 2015). Although the framework has proven effective in explaining whether individuals intend to engage in resale, existing applications have focused primarily on intention formation and have paid limited attention to what happens after intentions are established. In luxury resale markets, concerns related to authenticity verification, valuation uncertainty, and transaction risk create substantial executional frictions (Pandey, Mittal, and Chawla 2024; Yao and Bao 2024; Hayes and Pellandini-Simányi 2025). Under these conditions, translating intention into action is not straightforward.

Building on this view, the present study conceptualizes channel selection as a post-intentional enactment decision that specifies how resale intentions are put into practice under conditions of uncertainty and constraint. From this perspective, resale intention reflects goal formation, while channel selection represents an implementation-level decision through which that goal is realized. Although treating channel selection as a downstream outcome of intention extends TPB beyond its conventional application, such an extension is theoretically appropriate in high-friction contexts where behavioral execution requires additional planning, assessment of control, and strategic evaluation beyond intention formation alone.

Guided by this reasoning, the study develops an extended TPB framework to address two interrelated research questions. First, it examines how attitudinal, normative, control-related, moral, and economic considerations shape consumers' intentions to resell their owned luxury products. Second, it investigates how resale intention and perceived behavioral control influence consumers' selection between online and offline resale channels. Using survey data from Chinese consumers with experience in luxury resale, the study empirically tests the proposed framework and evaluates the mediating role of resale intention in linking TPB antecedents to channel enactment. By reconceptualizing channel selection as a post-intentional enactment decision, this research contributes to a deeper understanding of resale behavior in second-hand luxury markets and offers broader insights into how consumer intentions are translated into concrete market practices under conditions of uncertainty.

2. Literature review and hypotheses development

2.1. Second-hand luxury and the seller perspective

Second-hand luxury refers to luxury products that have been previously owned and redistributed through channels outside primary brand-controlled retail systems (Turunen and Leipämaa-Leskinen 2015). Existing research on second-hand luxury has largely focused on the buyer side of the market, examining issues such as purchase motivations,

perceived value, authenticity risk, and experiential differences compared with first-hand luxury consumption (Cervellon, Carey, and Harms 2012; Cervellon and Vigreux 2018; Stolz 2022).

From the buyer's perspective, second-hand luxury is commonly associated with economic benefits, particularly price advantages relative to new luxury products (Cervellon, Carey, and Harms 2012). However, this assumption does not apply consistently across all market conditions. Limited-edition or highly desirable luxury items may retain their value or even appreciate in secondary markets (Turunen and Pöyry 2019). In addition, geographical price differences and duty-free purchasing can further complicate resale value dynamics when products are traded across markets (Kano, Kano, and Takechi 2012). Beyond consumption motives, some consumers participate in second-hand luxury markets for investment purposes, viewing luxury goods as assets that preserve or increase value over time (Tu, Hsu, and Creativani 2022). Prior studies also highlight how second-hand luxury consumption can express sustainability-oriented identities and support more responsible patterns of consumption (Carrigan, Moraes, and McEachern 2013; Amatulli et al. 2020).

Despite these insights, the strong emphasis on buyers offers only a partial view of how second-hand luxury markets function. Sellers, defined here as consumers who decide to resell their owned luxury products, play a central role in activating and sustaining secondary markets. Their decisions determine which products return to circulation, when resale occurs, and how transactions are executed across different channels. In doing so, sellers shape market liquidity, pricing dynamics, and sustainability outcomes (Chu 2013). Resale by original owners extends product lifecycles and contributes to sustainability goals by reducing the need for new production. A fuller understanding of second-hand luxury markets therefore requires greater attention to resale behavior as a distinct and consequential form of consumer decision-making.

2.2. *Theory of planned behavior in luxury resale contexts*

The Theory of Planned Behavior (TPB) provides a well-established framework for explaining intentional decision-making by linking attitudes, subjective norms, and perceived behavioral control to behavioral intentions (Ajzen 1991). TPB has been widely applied in studies of consumption, disposal, and sustainability-related behaviors, including recycling, reuse, and second-hand consumption (Armitage and Conner 2001; Jain and Khan 2017). Its conceptual clarity and empirical robustness make it a suitable starting point for examining resale decisions.

At the same time, applying TPB to luxury resale reveals important limitations. TPB typically conceptualizes behavior as the immediate outcome of intention, implying a relatively direct connection between intention formation and action (Jain and Khan 2017). This assumption is more difficult to sustain in contexts characterized by uncertainty and executional complexity. Luxury resale often involves concerns related to authentication, valuation, and transaction security, all of which introduce additional decision layers between intention and behavioral realization. Under such conditions, intention alone may not fully explain how resale is carried out in practice.

In addition, TPB treats behavioral execution as a single outcome, offering limited insight into how individuals navigate alternative implementation options once an intention has been formed. In luxury resale markets, consumers must choose between heterogeneous resale channels, most notably online platforms and offline consignment or specialty stores. These channels differ in trust structures, interaction modes, and verification mechanisms. Channel choice therefore reflects a set of strategic assessments related to feasibility, risk, and control. Without modification, TPB risks oversimplifying the resale process by collapsing intention formation and implementation into a single step.

These limitations point to the value of extending TPB in a process-oriented manner. In luxury resale contexts, forming an intention to resell does not automatically specify how resale will be executed. Consumers must still determine whether resale will take place through online or offline channels. Channel selection thus represents a critical enactment decision through which resale intentions are translated into concrete market actions. By incorporating channel selection as a sequential outcome of intention, this study offers a non-standard but contextually necessary extension of TPB for complex resale environments.

2.3. *Attitude toward resale and resale intention*

Attitude reflects an individual's overall evaluation of engaging in a specific behavior (Ajzen 1991). In luxury resale settings, attitudes toward resale encompass both instrumental considerations, such as anticipated financial outcomes, and symbolic considerations related to appropriateness and consistency with luxury-related identity norms.

Prior research consistently shows that favorable attitudes toward second-hand practices are associated with stronger intentions to engage in resale and reuse behaviors (Howard 2011; Farrag 2017). In luxury

markets, attitudes toward resale are especially important because resale may challenge traditional expectations surrounding exclusivity and enduring ownership. When consumers evaluate resale positively despite these tensions, they are more likely to develop a clear intention to resell their luxury products. Research on intention-behavior relationships further indicates that evaluative judgments play an important role in guiding implementation decisions when behavioral execution requires planning and deliberation (Sniehotta, Scholz, and Schwarzer 2005). In consumer goal pursuit contexts, attitudinal readiness has also been shown to influence how intentions are translated into subsequent actions.

Hence, we suggest the hypothesis:

H1: Luxury product users' attitude towards resale behavior positively influences their intention to resell the luxury products.

2.4. Subjective norms and resale intention

Subjective norms refer to perceived social pressures regarding whether a behavior should be performed (Ajzen 1991). In resale contexts, such pressures may originate from family members, peers, or broader societal discourses that emphasize sustainability and responsible consumption.

In luxury resale, the normative environment is often ambiguous. While sustainability narratives increasingly legitimize resale practices, luxury consumption has traditionally emphasized status signaling and long-term ownership (Giri, Biswas, and Salo 2022). Empirical studies suggest that social influence may exert weaker or less consistent effects on resale intentions in such contexts, as individuals often rely more heavily on personal evaluations than on external expectations (Purwantini, Athief, and Waharini 2020). Research on ethical and sustainable consumption further documents an intention-behavior gap, showing that normative and moral motivations can shape intentions without offering clear guidance for behavioral execution (Bonisoli 2025).

Hence, we suggest the hypothesis:

H2: Luxury product users' subjective norm towards resale behavior positively influences their intention to resell luxury products.

2.5. Perceived behavioral control and resale intention

Perceived behavioral control (PBC) reflects individuals' perceptions of their capability to perform a behavior given available resources and constraints (Ajzen 1985) In the context of luxury resale, PBC includes confidence in accessing resale channels, assessing product condition, navigating authentication procedures, and completing transactions successfully.

Because luxury resale involves higher procedural complexity and financial risk than many other second-hand transactions, perceived control becomes a particularly salient determinant of intention. Access to resale infrastructure, relevant information, and sufficient time resources can strengthen individuals' confidence in their ability to resell luxury goods (Thang and Tan 2003). Prior research also indicates that perceived behavioral control may influence behavior both indirectly through intention and directly in situations characterized by executional constraints (Ajzen 2015; Armitage and Conner 2001).

Hence, we suggest the hypothesis:

H3: Luxury product users' perceived behavioral control towards resale behavior positively influences their intention to resell luxury products.

2.6. Sense of duty, perceived benefits, and resale intention

Beyond the core components of TPB, moral and benefit-related considerations have been shown to play an important role in shaping sustainable consumption behaviors. Sense of duty reflects an internalized moral obligation to act in environmentally and socially responsible ways. Prior studies demonstrate that incorporating moral obligation into TPB can enhance explanatory power in contexts such as recycling and green consumption (Chen and Tung 2014; Yadav and Pathak 2016).

In luxury resale settings, sense of duty may emerge from heightened awareness of overconsumption and the environmental impact of luxury production, motivating consumers to extend product lifecycles through resale (Esmaeilpour and Bahmiary 2017). At the same time, moral motivations tend to exert stronger effects at the evaluative and intentional level than at the stage of concrete implementation, particularly when execution involves practical trade-offs and feasibility considerations.

Perceived benefits refer to anticipated favorable outcomes associated with a behavior. In luxury resale, these benefits include altruistic outcomes, such as contributing to sustainability and product reuse, as well as egoistic outcomes, such as recovering financial value or generating profit. Prior research shows that both economic and social benefits are important drivers of second-hand and resale behaviors (Kim, Chan, and Gupta 2007; Tu, Hsu, and Creativani 2022).

Hence, we suggest the hypotheses:

H4: Luxury product users' sense of duty towards sustainability positively influences their intention to resell luxury products.

H5: Luxury product users' expectation towards societal and personal benefits positively influences their intention to resell luxury products.

2.7. Resale intention and online-offline channel selection as post-intentional enactment

While TPB primarily explains intention formation, luxury resale involves an additional stage of decision-making related to behavioral enactment. After forming an intention to resell, consumers must determine how resale will be executed, most notably through a choice between online and offline resale channels. These channels differ in authentication procedures, interpersonal interaction, pricing transparency, convenience, perceived transaction security, and institutional trust (Chu 2013; Turunen and Pöyry 2019).

Among various enactment decisions, channel selection plays a particularly important role because it structures subsequent interactions, shapes exposure to risk, and influences verification processes. In this study, channel selection preference (CSP) is defined as consumers' preference for executing luxury resale through online or offline channels. CSP therefore reflects an implementation-level decision that translates resale intentions into action under conditions of uncertainty. Stronger resale intentions are expected to be associated with more deliberate channel choices. In addition, perceived behavioral control may directly influence online–offline channel selection by shaping consumers' confidence in navigating specific resale environments (Ajzen 2011).

Hence, we suggest the hypotheses:

H6a: Luxury product users' intention to resell positively influences their channel selection preference for luxury products.

H6b: Luxury product users' perceived behavioral controls towards resale behavior positively influence their channel selection preference for luxury products.

2.8. Resale intention as a differentiated mediating mechanism

From a process-oriented perspective, resale intention can be understood as a mediating mechanism that links upstream psychological antecedents to downstream enactment decisions. However, TPB antecedents differ in the type of motivation they capture, suggesting that their influence on channel selection may operate through different pathways.

Attitude toward resale reflects evaluative readiness and provides a cognitive basis for translating intention into implementation (Liao and Chu 2013; Chu 2024). Subjective norms capture perceived social legitimacy, which may influence whether resale is pursued but offer limited guidance for selecting between online and offline channels (Chen, Hsiao, and Hsieh 2019). Sense of duty reflects moral considerations that motivate participation in resale, while perceived benefits emphasize anticipated outcomes (Goellner, Mark, and Alvarado 2017). Perceived behavioral control captures assessments of capability that can shape both intention formation and enactment feasibility (Kiriakidis 2017).

Accordingly, resale intention is expected to mediate the relationships between these antecedents and online-offline channel selection preference, while allowing for variation in the strength and presence of such indirect effects across constructs.

Hence, we suggest the hypotheses:

H6c: Luxury product users' attitudes positively influence their channel selection preferences through their intention to resell.

H6d: Luxury product users' subjective norms positively influence their channel selection preferences through their intention to resell.

H6e: Luxury product users' expectations toward societal and personal benefits positively influence their channel selection preferences through their intention to resell.

H6f: Luxury product users' sense of duty positively influences their channel selection preferences through their intention to resell.

H6g: Luxury product users' perceived behavioral control positively influences their channel selection preferences through their intention to resell.

To conclude, we propose the following conceptual model (See Fig. 1).

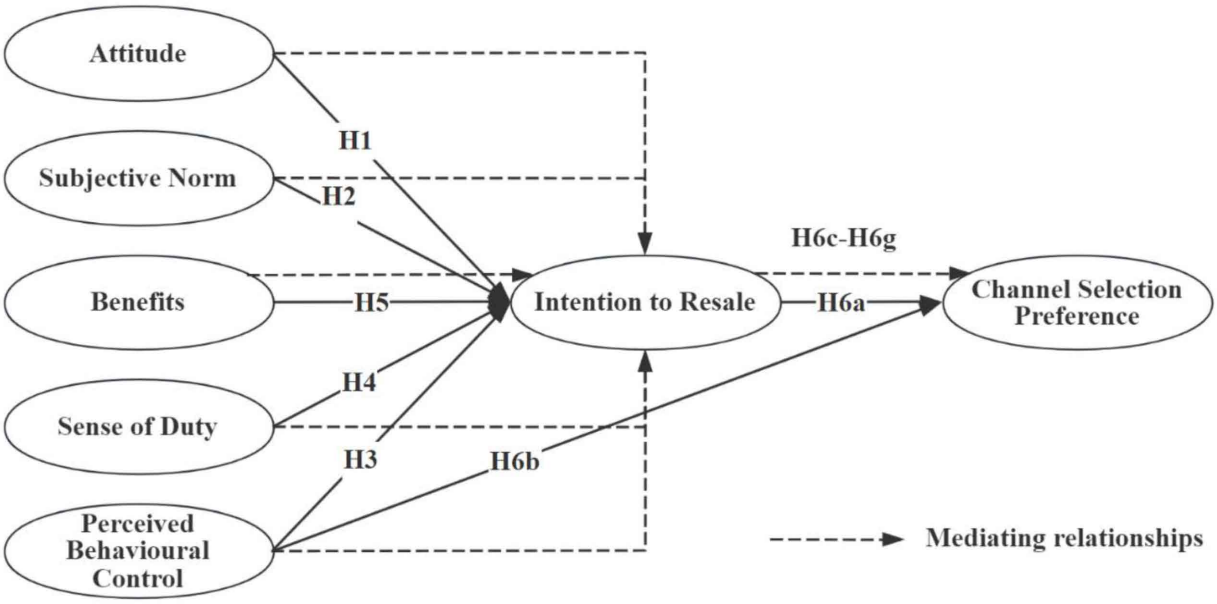


Fig. 1. Proposed conceptual model.

3. Research methodology

3.1. Data collection

This study adopted a quantitative research approach to examine the proposed hypotheses and the extended conceptual model. Data were collected via an online questionnaire distributed through the social media platform WeChat. The survey was shared using a QR code embedded in a digital poster, and a small incentive in the form of a prize draw was provided to participants upon completion to encourage engagement.

A total of 381 valid responses were collected in August 2023. The study focused exclusively on Chinese consumers, and the response rate reached 92%, indicating a high level of participant involvement. The questionnaire consisted of two sections. The first section gathered socio-demographic information, including gender, age, employment status, educational background, and monthly individual income. The second section measured socio-psychological variables related to the extended TPB model. All measurement items were adapted from established scales in the existing literature.

Because the survey was distributed through mobile-based social media networks, it primarily reached digitally active consumers. This mode of distribution is particularly effective in accessing younger market participants who are highly engaged with online platforms and digital consumption environments. Prior research suggests that digitally active younger consumers play an increasingly important role in both luxury consumption and second-hand resale markets, as resale participation is often facilitated through online communities and platform-based interactions. Therefore, the sampling approach is consistent with the study's focus on resale intention and channel selection in digitally mediated resale contexts, even though it does not aim to produce a nationally representative demographic distribution.

As the survey was circulated through mobile-based social media networks, reaching consumers who are active in digital environments. This distribution pattern is common among younger users, including many students who often rely on online platforms for communication and consumption-related activities. Previous research shows that Chinese younger consumer groups are increasingly involved in luxury purchasing (Cao, Xu, and Cheng 2021; Kim-Vick and Cho 2024; Yan et al. 2024). The sampling approach was intended to reach consumers who are likely to own luxury products or consider resale, so that the sample would be relevant to the research topic.

At the beginning of the questionnaire, a short description clarified that the study focused on individuals with experience or familiarity related to luxury products and resale. In addition, a screening question asked whether respondents owned luxury products. Those who indicated no ownership would not count as valid responses. This helped ensure that the final sample consisted of respondents for whom resale intention and channel selection were meaningful topics. The survey was not designed to produce a

nationally representative demographic structure. The goal was to capture perceptions and decision tendencies among consumers who are exposed to both online and offline resale environments.

All socio-psychological items were measured using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). For Channel Selection Preference (CSP), which was operationalized as a latent construct reflecting dimensions such as convenience, security, and experience (CSP1-CSP10), respondents indicated their preference on a five-point scale ranging from online (1), through both online and offline (3), to offline (5). This scale allowed for the capture of nuanced preferences regarding the choice of resale outlets.

3.2. Data analysis

Structural equation modelling (SEM) was employed to analyze the data and test the proposed hypotheses. SEM is appropriate for this study because it allows the simultaneous estimation of multiple relationships among latent variables within a theory-driven framework. The analysis conducted using RStudio with the lavaan package.

The SEM analysis was implemented in two sequential phases. The initial phase focused on validating the measurement model. Internal consistency was first examined through Cronbach's alpha and Corrected Item-Total Correlation (CITC) statistics. Applying the commonly accepted benchmark of CITC values greater than 0.50, one indicator of channel selection preference (CSP6: resale transaction cost) was excluded because its CITC value of 0.476 fell below the acceptable threshold. Subsequently, confirmatory factor analysis (CFA) was conducted to verify the adequacy of the relationships between the observed indicators and their underlying latent constructs. Reliability and convergent validity at the construct level were evaluated using Cronbach's alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). The second phase addressed the structural model, where the hypothesized associations among latent variables were tested. Structural paths were specified to estimate both direct and mediated relationships involving attitude, subjective norm, perceived behavioral control, perceived benefit, sense of duty, resale intention, and channel selection preference. Model adequacy was assessed using several standard fit statistics, including the chi-square to degrees of freedom ratio (χ^2/df), Tucker-Lewis Index (TLI), Comparative Fit Index (CFI), Root Mean Square Error of Approximation (RMSEA), and Standardized Root Mean Square Residual (SRMR). To evaluate the mediating effect of resale intention, indirect effects were analyzed through a bootstrapping technique with 2,000 resamples. This resampling approach yields more reliable mediation estimates because it does not depend on the assumption of normally distributed indirect effects.

4. Results

4.1. Descriptive statistics

The descriptive statistics of the sample are reported in Table 1, summarizing respondents' sociodemographic characteristics. Among the 381 valid responses, 34.38% of participants were male and 65.62% were female. The majority of respondents were between 18 and 25 years old (83.20%), followed by those aged 26–45 (13.65%).

Regarding employment status, students constituted the largest group (83.20%), followed by employees (8.40%) and entrepreneurs or business owners (2.36%). Most respondents held a bachelor's degree (81.63%), with 12.86% reporting a master's degree or higher. Monthly individual income, including family support, was concentrated in the lower income categories, with 44.36% reporting less than 2,000 yuan per month. Channel preferences were relatively balanced, with 46.98% indicating a preference for online platforms and 53.02% for offline platforms.

Fig. 2 illustrates the distribution of reported motivations for reselling luxury products across different working-status groups using a Sankey diagram. Across the full sample, the most frequently reported motivation was lack of need (57.48%), followed by financial need. Students accounted for the largest proportion across all motivation categories. Other motivations, including purchasing new styles, trading in products, or investment-related considerations, appeared less frequently and were distributed across smaller employment status groups.

4.2. Estimation of measurement model

Prior to hypothesis testing, the reliability and validity of the measurement model were assessed. Internal consistency reliability was first examined using Cronbach's α and Corrected Item-Total Correlation (CITC). As shown in Table 2, following the recommended threshold of CITC > 0.5, item CSP6 was removed due to a CITC value of 0.476. All remaining items met the reliability criteria. The Cronbach's α values for all constructs exceeded 0.80, indicating satisfactory internal consistency.

Channel selection preference (CSP) was specified as a multi-item latent construct capturing respondents' relative preference for online versus offline

Table 1. The descriptive statistics analysis results of sample features.

Variables	Statistical characteristics	Frequency	Percentage (%)
Gender	Male	131	34.38
	Female	250	65.62
Age	Under 18	8	2.10
	18–25	317	83.20
	26–45	52	13.65
	Above 45	4	1.05
Employment status	Civil servant	6	1.57
	Entrepreneurs/Owners	9	2.36
	Employees	32	8.40
	Students	317	83.20
	Retired	2	0.52
	Freelancer	8	2.10
	Others	7	1.84
Educational background	High school and below	21	5.51
	Bachelor's degree	311	81.63
	Master's degree and above	49	12.86
Monthly individual income (including family support)	Less than 2000 yuan	169	44.36
	Between 2000 and 5000 yuan	93	24.41
	Between 5001 and 10000 yuan	70	18.37
	Above 10000 yuan	49	12.86
Channel preference	Online platform	179	46.98
	Offline platform	202	53.02

Source: Authors' own research.

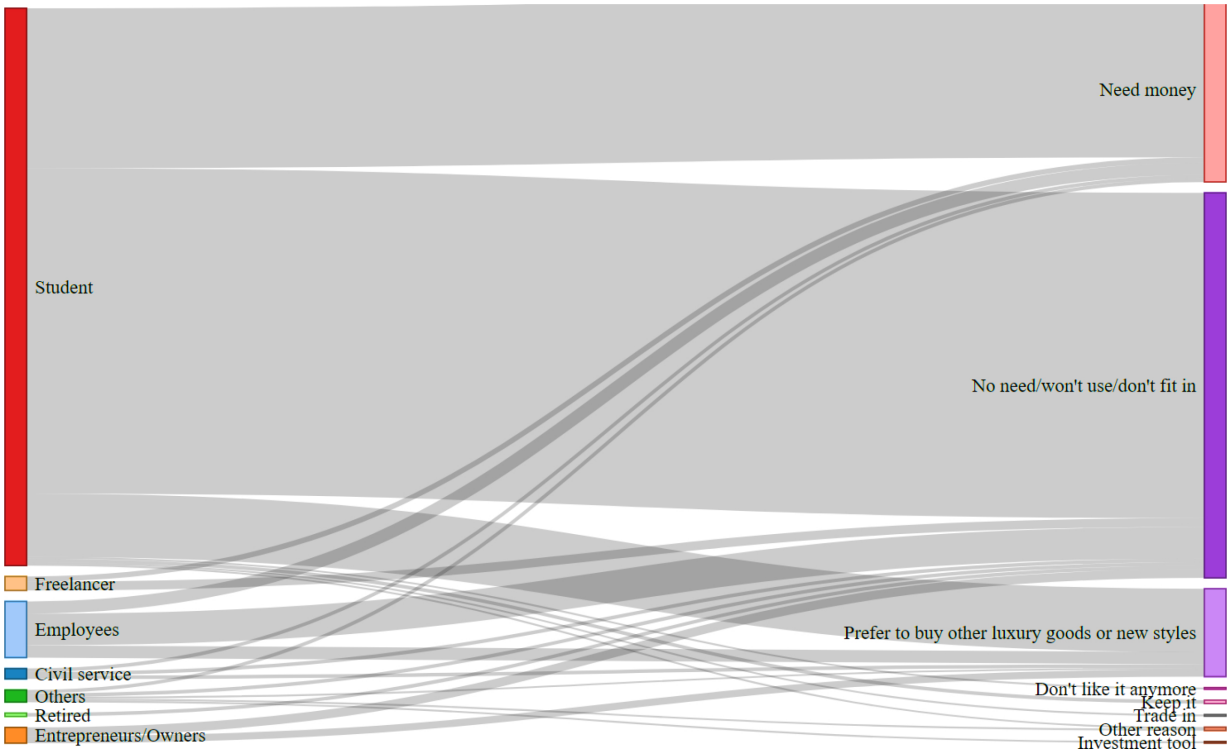


Fig. 2. Flows of motivations for reselling used luxury products from employment status groups.
Source: Authors' own research.

resale channels across multiple evaluative dimensions. Construct validity was further evaluated using confirmatory factor analysis (CFA). Bartlett's Test of Sphericity yielded a significant result ($\chi^2 = 12{,}400.62$, $p < 0.001$, $df = 595$), and the Kaiser-Meyer-Olkin (KMO) measure was 0.94, supporting the suitability of the data for factor analysis.

Composite Reliability (CR) and Average Variance Extracted (AVE) were calculated for all constructs. As shown in Table 3, CR values exceeded the recom-

Table 2. The reliability testing results of each variable.

Variables	Item	CITC	CAID	Cronbach's α value
Attitude	AT1	0.760	0.842	0.882
	AT2	0.788	0.831	
	AT3	0.781	0.834	
	AT4	0.649	0.883	
Subjective Norm	SN1	0.831	0.922	0.936
	SN2	0.875	0.908	
	SN3	0.904	0.899	
	SN4	0.789	0.936	
Perceived Behavioral Control	PBC1	0.837	0.921	0.937
	PBC2	0.860	0.914	
	PBC3	0.890	0.904	
	PBC4	0.813	0.929	
Benefits	BE1	0.826	0.908	0.928
	BE2	0.842	0.905	
	BE3	0.795	0.914	
	BE4	0.790	0.915	
	BE5	0.798	0.913	
Sense of Duty	SD1	0.855	0.927	0.940
	SD2	0.897	0.894	
	SD3	0.872	0.915	
Intention to Resell	IR1	0.924	0.964	0.972
	IR2	0.937	0.960	
	IR3	0.926	0.963	
	IR4	0.925	0.963	
Channel Selection Preference	CSP1	0.674	0.882	0.895
	CSP2	0.684	0.882	
	CSP3	0.671	0.883	
	CSP4	0.648	0.884	
	CSP5	0.585	0.889	
	CSP7	0.695	0.881	
	CSP8	0.701	0.880	
	CSP9	0.631	0.886	
	CSP10	0.623	0.886	

Source: Authors' own research.

mended threshold of 0.70 for all constructs, indicating adequate internal consistency. AVE values were above 0.50 for all constructs except CSP, whose AVE was slightly below the threshold. Given its high composite reliability, the CSP construct was retained for subsequent structural analysis.

Standardized factor loadings for all retained items exceeded 0.40 and were statistically significant ($p < 0.001$). The CFA results indicate that the measurement model demonstrates acceptable reliability and convergent validity.

4.3. Fitness evaluation of structural equation model

Upon conducting the verification of latent variables, we evaluate the comprehensive quality of the model. Adopting the maximum likelihood estimation method (MLM) with R Studio, Model fit indices are reported in Table 4. The results indicate an acceptable model fit, with $\chi^2/df = 2.940$, TLI = 0.915, CFI = 0.923, RMSEA = 0.071, and SRMR = 0.046. All values meet commonly accepted thresholds for structural equation modeling.

Discriminant validity was assessed for all latent constructs. In Table 5, the bold diagonal values represent the square roots of the average variance extracted (AVE), while the off-diagonal entries represent the correlations between latent constructs. For all constructs except benefit (BE) and sense of duty (SD), the square root of AVE is greater than the corresponding inter-construct correlations, supporting discriminant validity. Although the AVE square root for BE is very close to its correlation with SD, the two constructs are conceptually distinct, and the criterion is only marginally violated. Therefore, discriminant validity between BE and SD is considered acceptable. In addition, the overall model fit indices met the recommended thresholds reported by (Bortoleto, Kurisu, and Hanaki 2012), indicating that the proposed model demonstrates an adequate fit to the data.

4.4. Analysis of the SEM results

The standardized path coefficients for the hypothesized relationships are presented in Table 6. Six of

Table 3. The reliability testing results of confirmatory factor analysis.

		CFA (n = 381)		
Variables	Item	Loading Factor	Average Variance Extracted	Composite Reliability
Attitude	AT1	0.83	0.66	0.88
	AT2	0.84		
	AT3	0.87		
	AT4	0.70		
Subjective Norm	SN1	0.87	0.79	0.94
	SN2	0.92		
	SN3	0.94		
	SN4	0.82		
Perceived Behavioral Control	PBC1	0.87	0.79	0.94
	PBC2	0.90		
	PBC3	0.93		
	PBC4	0.85		
Benefits	BE1	0.87	0.72	0.93
	BE2	0.90		
	BE3	0.82		
	BE4	0.81		
	BE5	0.84		
Sense of Duty	SD1	0.91	0.84	0.94
	SD2	0.93		
	SD3	0.91		
Intention to Resell	IR1	0.94	0.89	0.97
	IR2	0.95		
	IR3	0.94		
	IR4	0.95		
Channel Selection Preference	CSP1	0.71	0.44	0.90
	CSP2	0.74		
	CSP3	0.73		
	CSP4	0.72		
	CSP5	0.61		
	CSP7	0.75		
	CSP8	0.73		
	CSP9	0.65		
	CSP10	0.64		

Source: Authors' own research.

Table 4. The evaluation of overall goodness of fit.

Statistical indicator	χ 2 /df	P-value	TLI	CFI	SRMR	RMSEA
Criteria	<3.0, excellent fit; 3.0–5.0, good fit	-	>0.9, excellent fit;>0.8, good fit	>0.9, excellent fit;>0.8, good fit	-	<0.05, excellent fit;0.05–0.08, good fit
Indicators	2.940	0.000	0.915	0.923	0.046	0.071

Source: Authors' own research.

Table 5. Discriminant validity test of all constructs.

Constructs	Attitude	Subjective Norm	Perceived Behavioral Control	Benefits	Sense of Duty	Intention to Resell	Channel Selection Preference
Attitude	**0.811**						
Subjective Norm	0.649	**0.890**					
Perceived Behavioral Control	0.646	0.673	**0.888**				
Benefits	0.775	0.658	0.697	**0.849**			
Sense of Duty	0.665	0.517	0.621	0.866	**0.916**		
Intention to Resell	0.704	0.589	0.646	0.769	0.729	**0.946**	
Channel Selection Preference	0.384	0.315	0.413	0.425	0.361	0.418	**0.664**

Source: Authors' own research.

Table 6. Path coefficients of the extended TPB framework.

Hypothesis	SEM Path	Standardized path coefficient	p-value	Result
H1	AT → IR	0.215 ***	0.001	Support
H2	SN → IR	0.068	0.201	Not Support
H3	PBC → IR	0.132 *	0.015	Support
H4	SD → IR	0.259 **	0.001	Support
H5	BE → IR	0.243 *	0.02	Support
H6a	IR → CSP	0.250 ***	0	Support
H6b	PBC → CSP	0.255 ***	0	Support

Source: Authors' own research. Note: *p < 0.05, **p < 0.01, ***p < 0.001.

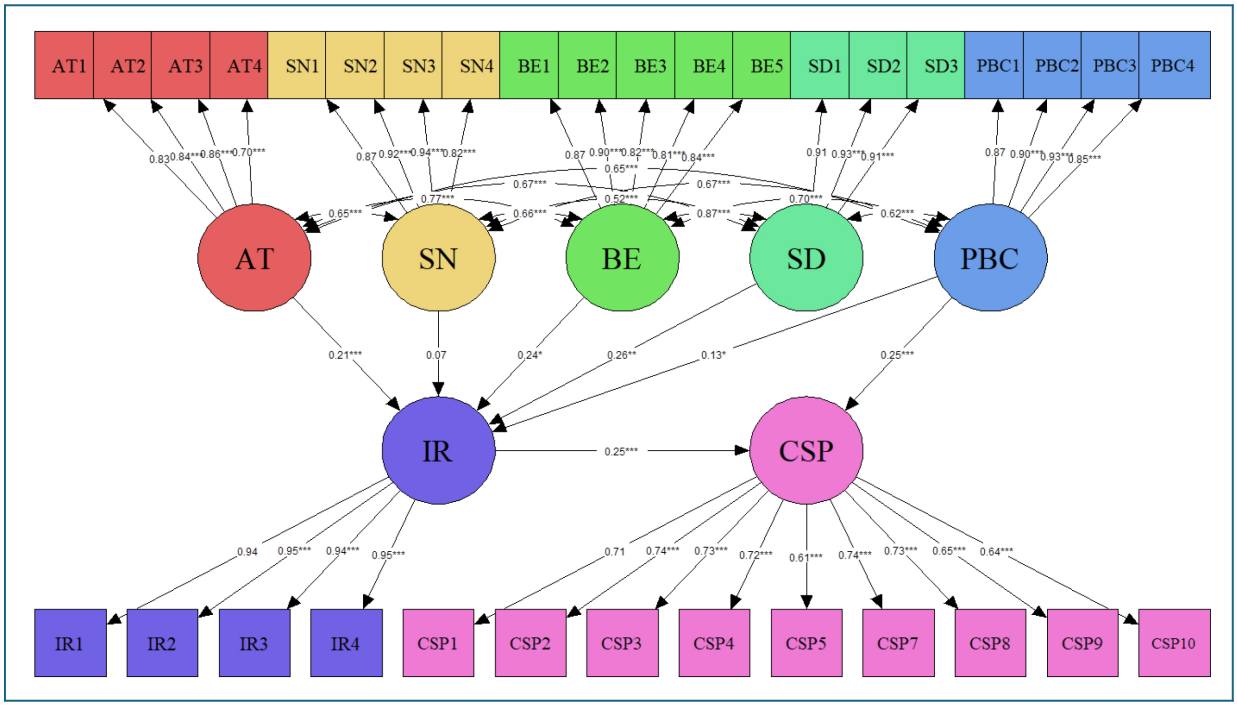


Fig. 3. Structural model of the extended TPB framework.
Source: Authors' own research.

the seven direct hypotheses were supported. Attitude ($\gamma = 0.215$, $p < 0.001$), perceived behavioral control ($\gamma = 0.132$, $p < 0.05$), sense of duty ($\gamma = 0.259$, $p < 0.001$), and perceived benefit ($\gamma = 0.243$, $p < 0.05$) had significant positive effects on intention to resell, supporting H1, H3, H4, and H5. Subjective norm did not exhibit a significant effect on resale intention ($\gamma = 0.068$, $p = 0.201$), and H2 was therefore not supported. Resale intention ($\gamma = 0.250$, $p < 0.001$) and perceived behavioral control ($\gamma = 0.255$, $p < 0.001$) both showed significant positive effects on channel selection preference, supporting H6a and H6b.

Fig. 3 displays a visual structural model of the extended TPB framework, presenting seven key constructs examined in this study.

4.5. Evaluation of mediating effects

The mediating role of resale intention was examined using a bootstrapping procedure with 2,000 resamples. The results are reported in Table 7. The indirect effect of attitude on channel selection preference through resale intention was significant, as the 95% confidence interval did not include zero, supporting H6c. In contrast, the indirect effects of subjective norm, perceived benefit, sense of duty, and perceived behavioral control on channel selection preference through resale intention were not supported, as their confidence intervals included zero. Accordingly, H6d, H6e, H6f, and H6g were rejected.

5. Discussion

This study empirically examines the factors influencing Chinese consumers' intention to resell second-hand luxury products and their channel selection preferences by adopting an extended Theory of Planned Behavior (TPB) framework. By conceptualizing channel selection as a post-intentional enactment decision, the findings provide a process-oriented per-

Table 7. Test of mediating effect (bootstrap = 2000).

Hypothesis	Independent variable	Mediator	Dependent variable	95% confidence interval	
				Lower bound	Upper bound
H6c	Attitude (AT)	Intention to resell (IR)	Channel selection preference (CSP)	0.006	0.118
H6d	Subjective norm (SN)			–0.02	0.056
H6e	Benefit (BE)			–0.019	0.197
H6f	Sense of duty (SD)			–0.011	0.14
H6g	Perceived behavioral control (PBC)			–0.012	0.079

Source: Authors' own research.

spective on how cognitive evaluations are translated into concrete market practices in resale environments characterized by high uncertainty and executional friction.

5.1. Drivers of luxury resale intention

The results indicate that consumers' intention to resell luxury products is jointly shaped by attitudinal evaluation, perceived behavioral control, perceived benefits, and a sense of sustainability-related responsibility. These factors suggest that luxury resale decisions are not driven by a single dominant motive. Instead, resale intention reflects how consumers balance personal evaluations, feasibility considerations, and moral concerns when deciding whether to release luxury products back into circulation.

Among these drivers, sense of duty emerges as the strongest predictor of resale intention. This finding is noteworthy given that luxury consumption has traditionally been associated with exclusivity and long-term ownership. It suggests that moral responsibility related to sustainability has become an important consideration even in luxury resale contexts (Simmons and Widmar 1990). Perceived behavioral control also plays a significant role, indicating that consumers are more inclined to form resale intentions when they feel capable of managing the resale process, including information search, valuation, and transaction execution. Attitudinal evaluation further captures consumers' overall assessment of resale as acceptable and worthwhile.

It is also worth noting that subjective norm does not exert a significant influence on resale intention (Kumar 2017). Although public discussions surrounding resale and sustainable consumption have become more visible, perceived social pressure does not appear to play a decisive role in luxury resale decisions. This pattern suggests that, in the present Chinese context, luxury resale is experienced as a relatively private and instrumental behavior. As a result, individual evaluations and perceptions of feasibility matter more than expectations from others.

5.2. From intention to channel enactment: The role of execution decisions

Beyond intention formation, this study further examines how resale intention is translated into concrete channel choices. The results show that both resale intention and perceived behavioral control have significant effects on channel selection preference. This indicates that channel choice reflects not only whether consumers intend to resell, but also how they evaluate their ability to carry out the resale process.

Consumers with stronger resale intentions tend to exhibit clearer channel preferences. This finding supports the core argument of this study that channel selection represents an execution decision rather than a simple extension of intention. In luxury resale contexts, executional frictions such as authentication complexity and transaction risk make channel choice a critical step in realizing resale goals under conditions of uncertainty. The results may reflect that some consumers, when enacting resale decisions, prefer channels that are perceived to offer greater controllability or lower uncertainty. Therefore, channel selection should be understood as an integral part of behavioral execution rather than a peripheral preference (Wolf and Steul-Fischer 2022).

5.3. Intention as a selective transmission mechanism and contextual implications

The mediation analysis further clarifies the role of resale intention in the overall decision process. The results indicate that intention selectively mediates the relationship between attitude and channel selection preference, while no significant indirect effects are found for perceived benefits, sense of duty, or perceived behavioral control. This pattern suggests that intention does not function as a universal transmission mechanism linking all motivational factors to execution outcomes.

More specifically, attitude, as a global evaluative orientation toward resale, is more likely to influence

downstream execution choices through intention. In contrast, moral responsibility, perceived benefits, and control perceptions appear to operate primarily at the intention formation stage or exert more direct influence during execution. This finding reinforces the value of distinguishing between factors that shape goal formation and those that influence implementation choices, and it supports a multi-stage view of luxury resale decision-making.

In addition, the sample of this study is predominantly composed of students, which provides important contextual background for interpreting the results. Descriptive analysis suggests that students exhibit strong liquidity-driven motivations for resale. While this observation does not constitute a causal explanation, it offers additional context for understanding why resale intentions are particularly pronounced in this sample. At the same time, this sample structure represents a limitation of the study. Future research may examine whether the observed mechanisms hold across more diverse socio-demographic groups, such as higher-income professionals, to assess the broader generalizability of the findings.

6. Conclusion

This study addresses an underexplored aspect of second-hand luxury markets by examining consumers' resale intentions and channel selection preferences from a seller-centered perspective. Drawing on an extended Theory of Planned Behavior (TPB) framework, the research conceptualizes luxury resale as a multi-stage decision process that involves both intention formation and post-intentional enactment. In doing so, the study advances understanding of how internal evaluations are translated into concrete resale practices in market contexts characterized by executional friction.

The findings indicate that consumers' intention to resell luxury products is shaped by attitudinal evaluation, perceived behavioral control, perceived benefits, and an internalized sense of duty toward sustainability. Together, these results suggest that luxury resale decisions are not driven by a single motive but reflect a combination of personal evaluation, feasibility assessment, and moral consideration. In contrast, subjective norm does not exert a significant influence on resale intention, implying that resale decisions in the luxury context are primarily guided by individual motivations rather than perceived social pressure.

By reconceptualizing channel selection as a post-intentional enactment decision, this study further demonstrates that resale intention does more than signal willingness to dispose of goods. Instead, it plays a decisive role in shaping how resale is enacted. The results show that both resale intention and perceived behavioral control are associated with channel selection preference, while the mediation analysis reveals that intention selectively transmits the effect of attitude to channel choice. This pattern highlights the importance of distinguishing between factors that shape goal formation and those that influence implementation choices when examining consumer behavior in high-friction resale environments.

Several limitations should be acknowledged. First, the data were collected through an online survey distributed via social media, which may introduce bias toward more digitally engaged respondents and potential clustering effects. Second, the study focuses exclusively on Chinese consumers, which may limit the generalizability of the findings to other cultural or institutional contexts. In addition, the sample includes a large proportion of younger respondents, many of whom are university students. Younger consumers are an active group in both luxury consumption and second-hand resale markets, so their views are relevant to the research topic. At the same time, future research could examine more diverse socio-demographic groups and conduct cross-country comparisons to assess whether the proposed framework holds across different consumer segments and market settings.

Conflict of interest

The authors declare no conflict of interest.

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Appendix: Extended TPB constructs for the questionnaire (Own Compilation)

Construct	Item	Observed Variable	Reference
Attitude (AT)	AT1	Enjoyment level in reselling luxury products	(Howard 2011; Ajzen 2015; DiŞlen Dağgöl 2017)
	AT2	Agreement level: "Reselling is a good practice"	
	AT3	Personal benefits from reselling luxury products	
	AT4	Ease or difficulty of the reselling process	
Subjective Norm (SN)	SN1	Influence of family on reselling decisions	(Ajzen 1991; Purwantini, Athief, and Waharini 2020)
	SN2	Influence of friends on reselling decisions	
	SN3	Influence of colleagues on reselling decisions	
	SN4	Influence of local community/environment on reselling decisions	
Perceived Behavioral Control (PBC)	PBC1	Difficulty accessing resale venues	(Ajzen 1985, Ajzen 2020; Thang and Tan 2003)
	PBC2	Difficulty finding information about resale	
	PBC3	Challenges of the process to resale	
	PBC4	Impact of time constraints on reselling	
Benefit (BE)	BE1	Agreement level: "Resale improves the environment"	(Holland, Aarts, and Langendam 2006; Kumar 2017)
	BE2	Agreement level: "Resale contributes to society"	
	BE3	Agreement level: "Resale helps to get your money back"	
	BE4	Agreement level: "Resale can help you make money"	
	BE5	Agreement level: "Resale provides others quality luxury products affordably"	
Sense of Duty (SD)	SD1	Agreement level: "Sense of duty to resell for sustainability"	(Lloyd, Patterson, and Muers 2016; O'Reilly and Kumar 2016)
	SD2	Agreement level: "Responsibility to reduce societal waste"	
	SD3	Agreement level: "Pleasure in reducing personal waste"	
Intention to Resale (IR)	IR1	Intention to plan the resale process	(Kumar 2017; Michaud and Llerena 2010)
	IR2	Intention to plan the resale venue	
	IR3	Intention to plan the timing of resale	
	IR4	Intention to handle challenges in reselling	
Channel Selection Preference (CSP)	CSP1	Online or Offline: Preference level based convenience	(Chu 2013; Sfenrianto, Wijaya, and Wang 2018)
	CSP2	Online or Offline: Preference level based on user experience	
	CSP3	Online or Offline: Preference level based on security	
	CSP4	Online or Offline: Preference level based on platform/store authenticity	
	CSP5	Online or Offline: Preference level based on perceived benefit	
	CSP6	Online or Offline: Preference level based on perceived cost	
	CSP7	Online or Offline: Preference level based on reputation and reliability	
	CSP8	Online or Offline: Preference level based on market influence	
	CSP9	Online or Offline: Preference level based on speed of resale	
	CSP10	Online or Offline: Preference level based on flexibility on price negotiation	