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Examining the relationships between User-Generated Content, dissatisfied customers, and second-hand luxury fashion brands

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Abstract

Given the importance of second-hand luxury fashion brands, as evidenced by existing studies, we examine an understudied area of the link between User-Generated Content (UGC), dissatisfied customers, and second-hand luxury fashion brands. A central premise of luxury fashion brands is the perceived status and privilege attributed to those that own such items. Building on an inductive qualitative study of 59 millennials from three European countries (France, Italy and the UK), and through the mediating role of UGC and dissatisfied customers, this paper develops a (SEC) conceptual framework of three dimensionalised streams of second-hand luxury fashion goods customers (spiritual consumers, entrepreneurial recoverer consumers, and carpe diem consumers). We dimensionalised these differences in terms of their experiential backgrounds and level of participation in UGC. This paper extends our understanding of UGC and dissatisfied customers using self-categorisation, and it theorises and appraises second-hand luxury fashion brands.

Key contributions to academe and practitioners

This study contributes to knowledge about purchasing and service failure-recovery behaviour in the second-hand luxury fashion goods industry by examining the role of the luxury status of branded products. It considers the crucial impact of UGC as an important antecedent to consumers' service failure-recovery responses. Three consumer groups were identified in this study: spiritual consumers, *carpe diem* consumers, and entrepreneurial recoverer consumers. Each consumer group engages in the usage of UGC, particularly in terms of product searching and community connectedness. However, consumers differ in terms of how they integrate UGC into service failure-recovery circumstances. Their perceptions of second-hand luxury fashion products also vary, as do their roles in the industry's collaborative business model which influences the level of UGC integration they practice.

References are available upon request