

Social Gratification and Second-Hand Fashion: An Exploratory Study of Luxury Brand Watches in Thailand

Prof. Songporn Hansanti

Kasetsart University, Thailand

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ABSTRACT

Luxury brands represent substantial consumer product sales worldwide and are predicted to have a steady growth. However, the outbreak of COVID-19 epidemic has put a halt on world markets of luxury brand watches, providing the opportunity for the second-hand luxury watches to grow. This study aims at examining the factors impacting consumers' social gratification of second-hand luxury brand watch. The data were collected from two hundred members of second-hand luxury brand watches Facebook group which is a private and closed group on Facebook in Thailand. The structural equation model was conducted to analyze the results of the study. The research findings reveal several factors which significantly influence subjects' social gratification of second-hand luxury brand watch. The results also showed that the perceived symbolic value plays an important mediating role between the perceived experiential value and the social gratification.

Keywords: Second-hand Luxury Brand Watch, Social Gratification, Thailand