The nature and determinants of user-generated content for dissatisfied customers: evidence from second-hand luxury fashion brands

Abstract

Purpose

We examined the links 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 of those who own such items. Despite their marketing logic emphasising exclusivity and rarity, they have broadened their reach by integrating new digital marketing practices that increase access to luxury brand-related information and create opportunities for consumers to purchase products through second-hand sellers.

Design/methodology/approach

Building on an inductive qualitative study of 59 millennials from three European countries (France, Italy and the UK) and by examining the mediating role of UGC and dissatisfied customers, this paper develops a conceptual framework of three clusters of second-hand luxury fashion goods customers: spiritual consumers, entrepreneurial recoverer consumers and carpe diem *consumers.*

Findings

The proposed framework illustrates how the themes that emerged from the data interconnect with the identified consumers; it reveals significant consumer actions and attitudes found in the second-hand luxury goods sector that influence the usage of UGC and its integration into service failure and recovery efforts.

Originality

This study suggests that the perceptions of consumers seeking second-hand luxury fashion products differ from those who purchase new or never previously owned luxury fashion products. Overall, this research sets the stage for scholars to forge a path forward to enhance understanding of this phenomenon and its implications for luxury fashion companies.

Keywords: user-generated content, millennials, dissatisfied customers, self-categorisation theory, constructivist paradigm, second-hand product, luxury fashion brands

1. Introduction

The COVID-19 pandemic precipitated a worldwide economic deceleration, which resulted in diminished consumer expenditure and a deceleration in the consumption of luxury fashion brands (Barletta *et al.*, 2021; Ozuem *et al.*, 2021b). Customers who are concerned about the cost of their purchases have turned to more affordable luxury products that provide them with the opportunity to save money (Amatulli *et al.*, 2018). In 2019, the global resale apparel market was valued at USD 7 billion and is expected to grow to USD 36 billion by 2024 (Shahbandeh, 2021). Young consumers, millennials or Generation Z individuals constitute the majority of individuals willing to purchase second-hand items (Mintel, 2020). As of 2020, 62% of luxury consumers were interested in purchasing second-hand luxury products; this led to the success of the luxury resale market (Kessous and Valette-Florence, 2019), which in 2018 was estimated to have a worldwide value of 28 billion euros (Sabanoglu, 2021).

In addition to integrating into the second-hand industry, the luxury industry has experienced major changes as a result of its embrace of social media (Mintel, 2019), particularly in terms

of customer purchasing and recovery from service failure. Parasuraman and Grewal (2000) emphasised the importance of technology in customer service quality evaluation and its perceived value for customer acquisition and transactions. Technology has enabled individuals outside luxury brands' target groups to access luxury products by engaging with user-generated content (UGC; Liu *et al.*, 2019)). UGC encompasses brand-related content, comprising consumers' perspectives and experiences of brands or products, which is voluntarily created and shared among consumers (Ozuem *et al.*, 2023a). Technology also cuts out the physical salesperson, as customers rely on UGC to inform their purchasing decisions.

The luxury fashion brand literature has not paid attention to the implications of UGC created by dissatisfied customers after a negative service experience, particularly for second-hand luxury fashion brands. This is a salient theoretical and empirical line of inquiry because consumers' involvement with and purchase of second-hand luxury brands influence their perceptions of luxury brands (Jain and Rathi, 2023). There is a significant gap in the extant studies concerning the effect of the luxury status of branded products and the impact of UGC on consumers' responses to service failure and recovery. To comprehend the antecedents and consequences of dissatisfied customers' involvement in UGC in the context of second-hand luxury fashion branded products, this study aims to address the following two questions: (1) What can we learn from the involvement of dissatisfied customers in UGC, particularly in the purchase of second-hand luxury fashion brands? (2) How do dissatisfied customers' involvement in UGC impact the consumption of second-hand luxury fashion brands? Our work acknowledges the calls (e.g., Kessous and Valette-Florence, 2019) for enriched, contextualised understanding and theory development by examining dissatisfied customers, UGC and second-hand luxury fashion consumption. Our goal is to elaborate on the interaction between UGC and dissatisfied customers and its effect on second-hand luxury fashion brands.

This study begins with a literature review on dissatisfied customers and UGC and identifies how self-categorisation theory may provide new theoretical insights. Based on our theoretical framework, we explain how the empirical data were generated and analysed through a constructivist inductive approach using theoretical sampling. Consistent with the well-established findings on dissatisfied customers in the literature, we propose a conceptual framework that identifies three categories of customers who are involved in UGC (spiritual consumers, entrepreneurial recoverer consumers and *carpe diem* consumers).

2. Theoretical context

This section is divided into three subsections that discuss the following: first, dissatisfied customers and the main streams of thought; second, customer dissatisfaction and UGC; and third, self-categorisation theory.

2.1 Dissatisfied customers

The literature on dissatisfied customers revolves around two streams of research. In the first stream, customer dissatisfaction is considered an outcome of ineffective service delivery and quality and failure to meet customer expectations; this type of dissatisfaction refers to the resources, procedures and service types used by companies (Bougie *et al.*, 2003; Chen *et al.*, 2021; Li and Fumagalli, 2021; Kelley *et al.*, 1993; Sánchez-García and Currás-Pérez, 2011; Volkers, 2021; Vollero *et al.*, 2021). The second stream examines customers' responses following a dissatisfying experience; it considers their negative reactions and the actions they take, notably brand avoidance and negative communication (Bougie *et al.*, 2003; Grégoire and Fisher, 2008; Thomas *et al.*, 2022). A dissatisfied customer may choose to express their dissatisfaction directly with the service provider or with others in the form of UGC, which represents a crucial issue for a firm's long-term survival.

The marketing literature defines second-hand products as any goods that have been previously owned and used, regardless of age (Cervellon *et al.*, 2012; Amatulli *et al.*, 2020; Hasbullah *et*

al., 2020; Shen *et al*., 2022). Despite this, the products retain the symbolic value of the brand that they were produced under, alongside attributes associated with personal and nostalgic meaning (Amatulli *et al*., 2018; Lin *et al*., 2009; Pantano and Stylos, 2020). Luxury purchases commonly indicate a desire for status and power (Estreder *et al*., 2023; Turunen *et al*., 2020; Silva *et al*., 2022); however, UGC has changed the image of luxury brands by enabling amateurs, celebrities and even customers to take an active role in marketing. As part of their social media content strategies, brands such as Dior and Calvin Klein have partnered with icons from young generations to reach broader audiences and new customer segments (Koivisto and Mattila, 2018). Despite the gradually growing inclusivity of luxury brands, Turunen and Leipämaa-Leskinen (2015) argued that customers still desire the social recognition associated with the brand and that young consumers, such as millennials, are concerned not only about financial risks but also about authenticity risks in acquiring second-hand luxury fashion products. For this reason, customers may rely on collaboratively created UGC to ensure that they reduce the risks associated with second-hand purchasing.

Information that customers may use to make decisions about purchases or intended brand loyalty is embedded in UGC, which comes in unstructured forms, including text, images and videos (Purnawirawan *et al*., 2015). Observers of UGC can extract knowledge from the content contributor (Mazzoli *et al*., 2019; Singh and Chakrabarti, 2020; Roma and Aloini, 2019). This information can initiate collaborative intentions between customers, with UGC acting as the moderating link between joint activities (Mohammad *et al*., 2021; Boardman *et al*., 2022; Namkoong *et al*., 2019). Collaboration between customers occurs through a range of activities, including facilitating second-hand sales between customers and sharing and exchanging intangible things such as information, skills and advice between like-minded individuals (Botsman and Rogers, 2010; Amatulli *et al*., 2020). These actions are quite common in the second-hand fashion industry. A study by Gopalakrishnan and Matthews (2018) stated that the

industry involves experimental consumption combined with people sharing resources and ideas for others to adopt in both a cost-effective and emotionally stimulating manner.

Millennials are characterised as highly experimental in their brand consumption; they desire access to the luxury sector to enhance their social appearance for prices they can afford (Yan *et al.*, 2015). Millennials also use technology as a way of showcasing or observing lifestyles, which supports their need for community connectiveness (Gapper, 2018). Millennials heavily engage in platforms that facilitate UGC, including YouTube, Facebook and Instagram, and are thus most likely to search for and engage with information through social media (Statista, 2021a, 2021b).

The source of UGC is significant in encouraging millennial customers to engage in UGC; millennials are prone to engage with messages that are part of discussions related to beliefs and values and are wary of the commercial intentions of influencers (Loeb, 2020; Statista, 2020). The credibility of UGC is derived from the perceived expertise and trustworthiness of the communicator (Liu *et al.*, 2017; Singh and Chakrabarti, 2020; Naeem and Ozuem, 2022). Customers arguably have more trust in UGC shared by other customers than in that shared by a brand (Ballantine and Yeung, 2015) because customers can share certain characteristics, such as personal tastes and lifestyles (Ballantine and Yeung, 2015; Mangleburg *et al.*, 1998), and are perceived as more relatable and authentic in their messaging (Eigenraam *et al.*, 2021; Ozuem *et al.*, 2021a). Millennials may direct significant attention towards the creators of UGC. They assign trust to content created and shared by peers and customers. This can lead customers to build trust in brands if the UGC encourages them to adopt or remain with the brand or defect if the content indicates negative brand sentiment (Landsman and Nitzan, 2020). We provide an illustrative overview of the empirical studies on UGC in Table I.

Table I: Research streams on user-generated content

Research stream	Context	Supporting studies	Salient findings
Knowledge content	Knowledge content in user-generated content (UGC) is arguably a subcategory of content. The UGC produced on social media can have higher credibility status than other online sources, because the information is accumulated from personal and extended social networks that are perceived as reliable sources	Koivisto and Mattila (2018) Liu *et al.* (2017) Roma and Aloini (2019) Singh and Chakrabarti (2020)	UGC has been employed by consumers and marketers to signal brand perceptions. Individuals generate detailed reviews and ratings, a form of UGC, providing other individuals with knowledge of products and services, and brand-related perspectives
		Eigenraam *et al.* (2021) Mazzoli *et al.* (2019) Ozuem *et al.* (2021a) Ozuem *et al.* (2023b)	UGC is a user-owned resource. The user-owned status can reinforce the perceived value, usefulness and credibility of knowledge content published through social media
Information production and diffusion	UGC has a significant role in the production and diffusion of online information. Individuals can produce UGC with few restrictions. UGC increases the volume of content that is tailored to online	Consiglio *et al.* (2018) De Angelis *et al.* (2012) Weathers *et al.* (2007)	The continued production and diffusion of UGC relies on the volume of individuals who have sharing intentions. Studies have found that confidence is a key mediator in sharing intentions. Individuals are likely to feel confident in

	communities' needs, such as subject area, real-time events and activities		information they have searched for themselves, and feel a sense of control over their knowledge processing
		Namkoong *et al.* (2019) Singh *et al.* (2022) Zhang *et al.* (2022)	UGC can be used to verify information distributed through other online and offline sources. UGC can be useful to individuals if they lack knowledge or feel uncertain about topics or situations
Customer experience management	The various formats of UGC can contribute to customer experiences within online marketspaces. From a managerial perspective, UGC provides analytical insights to develop innovations that support customer experience management	Ballantine and Yeung (2015) Hajli (2020) Purnawirawan *et al.* (2015) Roelen-Blasberg *et al.* (2022) Chang and Lee (2022) Mishra *et al.* (2021)	Individuals can signal their real-time emotions through UGC, which enables sellers to collect analytical insights into their customers' sentiment and valence towards products, services and other brand-related information. Similarly, other individuals can be influenced by the valence displayed through UGC and by the media richness displayed through the UGC

2.2 Customer dissatisfaction and UGC

Several researchers have proposed that service failure is the main contributing factor to dissatisfied customers' engagement in negative UGC (Azemi *et al.*, 2019; Song *et al.*, 2022; Whiting *et al.*, 2019; Roelen-Blasberg *et al.*, 2022; Meyer-Waarden and Sabadie, 2023). UGC can indicate the emotions, especially negative emotions, customers harbour about a product, service or brand (Mehra, 2023; Obeidat *et al.*, 2018; Ozuem *et al.*, 2021b). UGC that indicates customers' negative emotions is commonly referred to as negative electronic word of mouth (eWOM). Negative eWOM has been shown to influence other customers' decision-making processes when purchasing (Hajli, 2020) and to be used as an indicator of product quality (Kordrostami *et al.*, 2021). Customers often develop intentions to share UGC with negative messaging following a service failure that arouses negative emotions, including frustration and anger (Bougie *et al.*, 2003; Li and Fumagalli, 2021; Mishra *et al.*, 2021). Customers might vent their emotions through UGC to cope with the experience (Presi *et al.*, 2014; Singh *et al.*, 2022; Hansen *et al.*, 2018; Ozuem *et al.*, 2021b). Engaging in negative eWOM can empower customers following an experience that may have been beyond their control. Self-compassion can also be described as a method for restoring a sense of self-esteem (De Angelis *et al.*, 2012) or redeeming a lost sense of personal control (Consiglio *et al.*, 2018; Weathers *et al.*, 2007). This, combined with the ease of sharing information online, attracts consumers to actively participate in the spread of social media firestorms, which results in increased awareness of service failures and customer dissatisfaction (Hansen *et al.*, 2018; Ozuem *et al.*, 2021b., Presi *et al.*, 2014).

A customer might share negative information to achieve compensation for the losses they experienced or to prevent others from encountering a similar negative outcome. Amatulli *et al.* (2020) investigated how guilt-driven emotions drive customers to engage in negative word of mouth (WOM). They focused on negative results that followed customers' patronage of luxury

brands that were perceived to not deliver sustainability. In this scenario, customers may be motivated to warn others through WOM so that they avoid buying from a company that employs unsustainable practices (Amatulli *et al*., 2020; Boardman *et al*., 2022) and absolve themselves from any negative consequences of the purchase (Agrawal and Duhachek, 2010). Luxury fashion brands are expected to have long-lasting qualities; they are also strongly associated with excessive and sometimes unnecessary spending (which is a risk in itself in terms of projecting an image of sustainability) (Ferraro *et al*., 2016; Hong Lan and Watkins, 2022; Yan *et al*., 2015; Keim and Wagner, 2018), which can arouse a sense of guilt in customers who purchase a luxury product (Ki *et al*., 2017). Thus, it can be argued that customer dissatisfaction would be greater in the luxury fashion sector following service failures (including for second-hand products) than in the more economical mass market fashion sector; this might prompt a greater desire to engage in negative eWOM. Table II provides an overview of the empirical research on UGC and dissatisfied customers; Table III summarises the main studies on second-hand products and UGC.

Table II: Overview of customer dissatisfaction in a user-generated content context

Research stream	Customer dissatisfaction context	Supporting references	User-generated content (UGC) context	Supporting references
Service failure encounters	Service failures are major contributors to customer dissatisfaction. Customers may encounter various service failures including a defective product, incorrect or delayed service, and a lack of support from the provider	Chen *et al.* (2021) Kelley *et al.* (1993) Smith and Bolton (1998) Song *et al.* (2022) Volkers (2021)	When customers are aware that a service failure has occurred, they may be motivated to produce and diffuse UGC through social media to promote the consequences of the failure. The nature of the failure may influence different levels of UGC production and diffusion	Azemi *et al.* (2019) Hansen *et al.* (2018) Ozuem *et al.* (2021b) Presi *et al.* (2014)
Customer expectations	Customers' dissatisfaction can escalate if a provider does not meet their expectations. When a provider promotes products and services, customers may develop a set of standards to measure the product,	Bougie *et al.* (2003) Whiting *et al.* (2019) Li and Fumagalli (2021) Sánchez-García and Currás-Pérez (2011) Vollero *et al.* (2021)	Failure to meet customer expectations can result in a reporting of these outcomes using UGC. A customer's length of patronage of a provider, their novice or experienced customer status and the level of blame attribution can	Azemi *et al.* (2019) Bougie *et al.* (2003) Kurtoğlu *et al.* (2022) Li and Fumagalli (2021) Ozuem *et al.* (2021a)

	service and provider's performance. Failure to meet these standards can result in customer disappointment. Customers with little experience of the provider might not have as high expectations of service as experienced customers		influence their UGC production. Some customers may generate less UGC due to their lack of knowledge of the standard of service delivery the provider should conduct or because of their inexperience in using UGC to obtain solutions	
Variations in emotional responses to a dissatisfactory experience	Customers may share similar dissatisfying experiences, but their emotional responses may vary according to their individual psychological processing. Customers may evaluate experiences under different criteria, including the nature and severity of the negative experience, and their expectations	Grégoire and Fisher (2008) Mehra (2023) Meyer-Waarden and Sabadie (2023) Yang *et al.* (2022)	UGC and its valence can reflect customers' sentiments that are often produced spontaneously during real-time situations, and are influenced by the customers' affective stance and their intended actions towards the provider. For example, angry customers may produce UGC that reflects a negative sentiment or valence, and seek justice for the	Azemi *et al.* (2019) Mehra (2023) Obeidat *et al.* (2018) Ozuem *et al.* (2021b) Yang *et al.* (2022)

			consequences of a dissatisfactory experience	

Table III: Main studies on second-hand products and user-generated content

Research stream	Context	Supporting references	User-generated content (UGC) context	Supporting references
Collaborative consumption	The second-hand luxury industry consists of several resale business models, including peer-to-peer, owned or external resale platforms, buy-back, and product consignment arrangements. Each of these have some degree of collaborative consumption, where multiple individuals contribute to the promotion and consumption of a preexisting luxury product, and individuals	Gopalakrishnan and Matthews (2018) Lin *et al.* (2009) Pantano and Stylos (2020) Shen *et al.* (2022)	UGC has contributed to the value of the second-hand luxury market in several ways that are associated with, and combine, the three identified research streams. UGC can be integrated into online platforms owned by second-hand luxury sellers and other online environments that facilitate collaborative consumption	Amatulli *et al.* (2020) Hasbullah *et al.* (2020) Mohammad *et al.* (2021) Boardman *et al.* (2022)

	can be either the promoter or the consumer or both			
Preowned value	Second-hand luxury goods have attributes that differ from those of new luxury goods. Their preowned status is linked with practical attributes, such as timeliness, durability and sustainability. They also create a sense of nostalgic value, while maintaining their original attributes of exclusivity, uniqueness and scarcity. Individuals who previously owned and sell luxury products develop a social role, which	Amatulli *et al.* (2018) Cervellon *et al.* (2012) Turunen *et al.* (2020) Silva *et al.* (2022)	UGC has also directly contributed to enhancing the social value and acceptance of the second-hand luxury market. Likewise, UGC has promoted the positive attributes of selling and purchasing second-hand luxury goods	Amatulli *et al.* (2020) Hasbullah *et al.* (2020) Mohammad *et al.* (2021) Boardman *et al.* (2022)

	gives them an empowering status within the second-hand luxury community			
Psychological and fulfilment needs	Consumers have multiple needs that justify their decision to consume second-hand luxury products. One group of customers is driven by frugality motivations, a second by ecological and environmental sustainability, a third by the desire to enhance their social status and unique identity, and a fourth who seek to obtain a pleasant consumption experience from exclusive luxury products	Ferraro *et al.* (2016) Hong Lan and Watkins (2022) Kessous and Valette-Florence (2019) Keim and Wagner (2018) Yan *et al.* (2015)	UGC also allows sellers or consumers to deliver a visual narrative of the promoted products	Amatulli *et al.* (2020) Hasbullah *et al.* (2020) Mohammad *et al.* (2021) Boardman *et al.* (2022)

2.3 Self-categorisation theory

This paper considers self-categorisation theory. Individuals are motivated to promote a positive and distinctive image of characteristics linked to their identity (Turner *et al*., 1994; Van Nguyen *et al*., 2016) and join social groups that share characteristics similar to their own identity (Rouzi and Wang, 2021). Self-categorisation can help individuals identify diverse categories of identities; this can include aligning an individual's identity with a brand's personality traits and values (Chen *et al*., 2020; Van Nguyen *et al*., 2016) and can result in differentiation and contrasts between individuals' self-categorisation (Turner *et al*., 1994).

Self-categorisation in certain contexts can be predicted by an interaction between perceiver readiness and category-stimulus fit, which comprises comparative fit and normative fit (Turner *et al*., 1994; Voci, 2006). Perceiver readiness "reflects a person's past experiences, present expectations, and current motives, values, goals and needs" (Turner *et al*., 1994, p. 78). Individuals who harbour self-categorisations in one condition are likely to formulate a similar self-categorisation under new conditions, such as the expectation that luxury fashion products will be of high quality, despite being second hand. Comparative fit refers to idea that differences between different social categories are greater than the differences within a social category (Voci, 2006); this can mediate the relationship between customers and second-hand luxury sellers or cause a customer to diverge from a seller if comparative fit is absent. Normative fit aligns with the expected behaviours of people in a given social category (Voci, 2006); millennials, for instance, may be expected to seek affordable luxury or share UGC to express emotions following a service failure.

Perceiver readiness, comparative fit and normative fit are context dependent; although a self-category may have been frequently applied in the past, specific contexts and current situations can cause the usual categorisation to shift or change (Hobman *et al*., 2003). For instance, an

individual may evaluate a second-hand provider differently following an online service failure and may change their perspective on individuals who express criticism of the second-hand luxury industry, which could prompt a possible shift in self-categorisation. UGC includes information that individuals share to influence others, such as information about products and services (Chen and Lurie, 2013), negative experiences (De Angelis *et al.*, 2012) and brand sentiments (Kupor and Tormala, 2018); this can prompt engaging responses from observing individuals (Sender and Korzynski, 2019; Septianto *et al.*, 2020) and possible shifts in self-categorisation.

3. Paradigm of inquiry and methods

Constructivism considers that "humanity alone is responsible for knowledge development and understanding is a matter of interpretive construction on the part of the active subject" (Howell, 2013, p. 90). The core assumption of the constructivist paradigm is that realities are not objectively "out there" but constructed by people under the influence of a variety of social and cultural factors that lead to a shared construction (Guba and Lincoln, 1989, p. 12). "Developments in technology, in media and mass communications means that we are now living in a condition where there are available to us many different kinds of knowledge" (Burr, 2010, p. 12). Constructivism provides the basis for the study's sampling techniques and enables the development of empirical research through an evolutionary constructivist process.

3.1 Theoretical sampling and sample
Theoretical sampling provides an evolutionary nonstatic position, as it involves the "process of data collection for generating theory whereby the analyst jointly collects, codes and analyses data and decides what data to collect next" and develops and reinforces a theoretical dimension as it emerges from the data (Glaser and Strauss, 1967, p. 45). Theoretical sampling provides an opportunity "to discover variations among concepts and to densify categories in terms of

their properties and dimensions" (Strauss and Corbin, 1998, p. 201). Analytical abstraction and theoretical development guided this research in terms of who to include in the data collection scheme.

Given the demographic data related to online users, the authors invited millennials aged between 18 and 39 years from three European countries to participate: France (19), Italy (21) and the UK (19) (Table IV). The definition of millennials is open to interpretation; some authors determined it to mean those born between 1982 and 1996 (Luo *et al.*, 2018; Hershatter and Epstein, 2010), whereas others proposed the birth years from 1980 to 2000 (Dimock, 2019). However, through theoretical sampling, the decision to recruit millennials initially stemmed from their association with technology-specific factors, particularly regarding their natural usage of digital platforms to buy products (Rudolph *et al.*, 2021), their ability to adapt to situations using technology (Gharzai *et al.*, 2020) when selling and buying second-hand luxury goods, and the self-recovery procedures they conduct through social media.

Table IV: Participants' sociodemographic information

Country	Gender	Occupation	Age
France	F	Second-hand luxury fashion seller	25
	F	MBA Global Fashion student	35
	F	Fashion product manager	30
	F	Fashion blogger	24
	M	Photographer	24
	F	Luxury event specialist	24
	M	Luxury fashion customer experience specialist	23
	M	MSc Fashion Management student	26
	M	University Economics student	19
	F	University Marketing student	18
	F	MBA Global Luxury Management student	23
	F	Fashion website manager	34
	M	MBA Global Luxury Management student	32
	M	Administrator	27
	M	Arts college student	18
	F	University Sports Management student	23
	F	MSc Global Client Service Management student	25
	F	MBA Global Luxury Management student	24
	M	MBA Global Luxury Fashion Management student	39
Country	Gender	Occupation	Age
Italy	F	Creative Arts student	18
	F	Data analyst	28
	F	University Business and Administration student	19

Country	Gender	Occupation	Age
	M	Programme manager	34
	F	University lecturer	34
	F	MSc Economics student	27
	F	MBA student	39
	F	MSc Global Business student	30
	F	Market research analyst	33
	M	E-commerce manager	39
	F	University Business and Administration student	25
	M	Travel blogger	30
	F	Fitness trainer	34
	F	University Business student	20
	F	University Marketing student	23
	M	University Language student	24
	M	University Fashion Marketing and Business student	19
	F	College student	18
	F	Blogger	28
	M	University Sports Management student	20
	F	University Fashion Marketing student	23

Country	Gender	Occupation	Age
United Kingdom	F	Sales assistant	32
	F	Amazon associate	30
	M	University Marketing student	19
	M	Digital content designer	29
	M	MSc Business student	24
	F	University Economics student	20
	F	University Law student	23
	M	University Psychology student	21
	M	E-commerce business owner	27
	M	Administrator	30
	F	MSc Economics student	25
	F	Digital auction manager	33
	M	Procurement officer	26
	F	University Marketing student	18
	F	Rental accommodation officer	29
	F	University Finance student	21
	M	Website coordinator	29
	F	Shop assistant	18
	M	Estate agent	39

3.2 Data collection and analysis

A total of 103 individuals were invited to participate in the current study, and 59 consented to participate in the in-depth interviews that each lasted between 35 and 55 minutes. Each researcher interviewed participants from their country using virtual platforms (Microsoft Teams and Zoom). All the recorded data were translated into English for the analysis. The researchers prepared 15 open-ended questions concerning perceptions and experiences of second-hand luxury fashion products, UGC and experiences related to service failure and recovery in the industry. Due to the diverse nature of the research topic, open-ended questions were necessary to allow participants to respond without predetermined answers; thus, they

could provide rich and complex accounts (Braun and Clarke, 2013). In-depth interviews provided opportunities for the researchers to ask participants to clarify insights that the researchers had not previously considered. This approach allowed the questions to evolve during the interviews, which resulted in the emergence of data derived from the participants' perspectives and experiences (Ozuem *et al.*, 2021b). This approach gave the researchers a range of perspectives to be thematically organised.

Data analysis was conducted through the thematic analysis approach proposed by Gioia *et al.* (2013), whereby three stages (orders) of analysis were conducted to generate major themes and subthemes (Ozuem *et al.*, 2022). The first stage involved the examination of qualitative responses to identify primary codes; the second stage involved the generation of subthemes based on the primary codes and coding of the researchers' theoretical understanding to generate implicit ideas from the explicitly transcribed data. The data were initially examined by two researchers, and two additional researchers examined the whole dataset to verify that the subthemes reflected the whole dataset. There were no major differences between the participants' responses from the three countries; thus, the subthemes represented the whole sample. In the final stage of analysis, three main themes were created to interconnect and represent quotations from the interviews and subthemes: authenticity redemption, self-recovery autonomy and failure-recovery status holder. The main themes are explained in the Results section (see Table V).

Table V: Key research findings

Sample quotations	Subthemes	Themes

You don't often get a chance to own a luxury brand	Opportunity to obtain luxury product	**Authenticity redemption**: the heritage, uniqueness and sustainability of a product can reduce perceived product-level service failure severity
I run an online business on Instagram buying and reselling luxury products		
Vivid UGC is important so I can visualise the condition of the product	UGC to confirm authenticity	
I worry the product may not be so faithful to the photo or if it's fake. I don't mind the fact that there may be small defects on luxury brands	Product imperfections are tolerated	
Even if there [are] some imperfections … I keep them anyway because it's a beautiful and special brand		
Knowing that the products are second hand, I take that into account	Failure severity perceived as low	**Self-recovery autonomy**: sellers' ability to control or manage service recovery
You know the ropes and know the potential outcomes		
I wrote on an online forum where [there were] other sellers who had the same problem and found advice	Initiative to recover using online resources	
I reached out to fellow customers through Messenger and checked out the company's returns policies		

A seller has an Instagram account; she has a strong community around her, and gives good advice through her account

One seller was very kind, it gives me the feeling that support was present in the online community | Community atmosphere of seller's account | **Failure-recovery status holder**: buyers' perceptions of sellers of second-hand luxury fashion |
| I try my best to maintain communication so my rating doesn't reduce on social media

As someone who manages online second-hand shops, I have to manage customers and other sellers | Seller–customer interaction through UGC by seller | |
| The usage of my channels relies on customers' confidence and positive word of mouth

I have seen customers comment negatively about a seller … That doesn't look good for online sellers | Maintaining positive sentiment through UGC | |

UGC, user-generated content

4. Results

This section discusses each of the main themes and provides participants' comments related to each theme. It provides a summary of the key themes and associated literature.

4.1 Authenticity redemption

Authenticity redemption refers to the heritage, uniqueness and sustainability of a product that can reduce the severity of potential product-level service failure. Research has generally centred on the authenticity of a brand itself, excluding judgements of products or services (Morhart *et al.*, 2015). At the product level of customer perception, authenticity in branding increases perceived product quality, including negatively regarded products (Cinelli and LeBoeuf, 2020). Product authenticity can be described by two terms: indexical authenticity, which is believed to be original, and iconic authenticity, which is faithful to something (Grayson and Martinec, 2004). Luxury products signal a "one of a kind" symbolic status; the authenticity of luxury products requires clarification, especially in the reselling of second-hand products. Customers conducting online searches for second-hand luxury fashion require rich media that explicitly presents the quality of the product and service delivery, as indicated by an 18-year-old Italian creative arts student:

> *You don't often get a chance to own a luxury brand. When I look on Instagram I see [images of] products that show them to be in highly good condition despite being second hand, and the online reviews give me further assurance of the service quality.*

This also applied to a 25-year-old French second-hand luxury fashion seller who emphasised the need to provide clarity about a product's condition to deliver accurate information to customers through UGC:

I run an online business on Instagram buying and reselling luxury products. Being only virtually present, vivid UGC is important so I can visualise the condition of the product. I can then resend that information to my own customers.

Some customers resist making purchases online and judge the authenticity of promoted products (Audrezet *et al.*, 2018); a 32-year-old British sales assistant emphasised the issue of trust in UGC if there is uncertainty regarding the authenticity of the source and information:

When I buy second hand online, I worry the product may not be so faithful to the photo or if it is fake. The seller chooses the photo, and if [the] product is destroyed, you won't know.

Arguably, authenticity improves message receptivity, perceived product quality and purchase intentions (Audrezet *et al.*, 2018). Interestingly, however, the data for this study identified the power that the status of luxury brands has on service recovery. The following statement, provided by a 30-year-old Italian MSc Global Business student, highlighted this point:

I don't mind the fact that there may be small defects in luxury brands; in contrast, they give an air of lived-in-ness that I don't mind, so I keep them anyway.

Another participant, an 18-year-old British marketing student, similarly stated:

Even if there [are] some imperfections in how the second-hand products were advertised on social media, I keep them anyway because it's a beautiful and special brand.

As mentioned earlier, authenticity can reflect a unique and "one of a kind" status, even for slightly damaged products (Cinelli and LeBoeuf, 2020). Service failures in the second-hand industry may arise if customers are disappointed about the product they found online; however, the status of a luxury brand and the perceived timeless sustainability of a luxury product can

help customers tolerate any unexpected defects in the product or service delivery. Few customers have the opportunity to own luxury brands, and they appreciate the image and quality of the product, despite it not being in its original condition and having had several owners prior to the customer's purchase.

4.2 Self-recovery autonomy

Self-recovery autonomy refers to second-hand luxury fashion customers' and sellers' ability to take control of or manage service recovery themselves. Technological advancements have given customers a choice: they can conduct the recovery themselves through self-service technologies or leave the service failure recovery to the seller (Zhu *et al.*, 2013). A 27-year-old French administrator emphasised that although they identified issues with their purchase, they quickly recovered from the service failure through emotional self-recovery:

> *This disservice was not serious because, knowing that the products are second-hand, I take that into account and don't feel as much distress as others may.*

This finding indicates that expectations of second-hand products undermined the negative response that a customer might have generated and reinforced the impact of brand authenticity on product judgements (Cinelli and LeBoeuf, 2020). However, not all customers will have a quick emotional recovery, and some may perceive the severity of the failure to be greater than the severity perceived by other customers. In addition, some customers may have a limited capability for self-recovery, as described by a 20-year-old Italian business student:

> *If you cannot fix the issue yourself, you have to try to understand how other sellers know perfectly how to solve the problem.*

The decision on whether service recovery strategies are conducted by the firm (Bitner, 1990; Grewal *et al.*, 2008), the customer (Zhu *et al.*, 2013) or jointly (Roggeveen *et al.*, 2012) is

likely to depend on the service failure incident and the resources and knowledge the individual has to perform self-recovery. According to a 27-year-old British e-commerce business owner, experience and trust are essential when conducting self-recovery following service failures:

> *When you are accustomed to searching for and buying second-hand luxury goods, you know the ropes and the potential outcomes. However, for those who don't and do not trust the seller in [the] beginning, they will reach out to anyone to vent out their frustration.*

However, self-recovery does not mean that customers rely solely on their own resources. UGC is arguably a resource through which individuals can access information that can help observers make informative decisions (Purnawirawan *et al.*, 2015). The use of UGC to initiate service recovery was suggested by a 23-year-old Italian marketing university student:

> *I reached out to fellow customers through Messenger and checked out the company's return policies, and I think I improvised well because I managed to solve the failure.*

A 26-year-old French MSc Fashion Management student similarly conducted this online activity when acting as a seller:

> *I had to sell some garments, and there was a problem with the shipping labels ... so I tried to write to Vinted support, but they didn't answer me immediately, so I wrote on an online forum where other sellers ... had the same problem and found advice.*

UGC is thus an essential tool for customers and sellers in the second-hand luxury fashion industry because they can extract knowledge from UGC contributors not to simply express dissatisfaction with a service failure but to assist in their service recovery.

4.3 Failure-recovery status holder

Failure-recovery status holders refers to buying customers' perceptions of sellers of second-hand luxury fashion, particularly of the way sellers engage in service failure and recovery situations through UGC. According to the service recovery paradox, a customer will hold a company in higher regard after it has corrected a service failure than if there had not been a service failure (Smith and Bolton, 1998). The same principle applies to customers' perceptions of second-hand product sellers. These sellers can build a social media reputation that signals the influence they have in a community and how their community perceives them (Audrezet *et al.*, 2018), including the status of their products and industry expertise, as indicated by a 28-year-old Italian blogger:

> *A seller, 'Sillabe', has an Instagram account; she has a strong community around her and gives good advice through her account on how to maintain and preserve second-hand garments[,] and even how to adjust them.*

The informational support that customers perceive they receive from sellers through online channels can influence their reflections regarding service quality (Tan and Yan, 2020); these perceptions can motivate them to continue using the seller's online channels to purchase second-hand luxury goods. This approach can be beneficial if sellers maintain these actions towards their customers during service failure-recovery situations, as it demonstrates commitment to followers in contrast to diverging away from service failures (Thomas and Fowler, 2016) and leaving customers to deal with the consequences, as a 30-year-old British administrator experienced:

> *One seller was very kind; it gave me the feeling that support was present in the online community. However, another was unresponsive, so I shared on social media for others to know and [to] warn them of this seller.*

A lack of perceived support and engagement from sellers is likely to cause customers to respond negatively to any of the sellers' future activities (Audrezet *et al.*, 2018; Rezaei and Valaei, 2017) and reduce their ratings and credibility. If sellers build a reputation for delivering poor service, then that can reflect negatively on social media where communication is usually conducted between sellers and customers. A 33-year-old British digital auction manager emphasised such circumstances:

> *The usage of my channels relies on customers' confidence and positive word of mouth. If [a] customer comes complaining I try my best to maintain communication so my rating doesn't decrease on social media.*

A 34-year-old French fashion website manager faced similar situations when managing second-hand buying–selling collaborations:

> *As someone who manages online second-hand shops, I have to manage customers and other sellers. Sometimes sellers I mediate with don't respond to customers through their channels, but it reflects bad[ly] on me as the mediator.*

UGC enables customers to share information without restrictions; dissatisfied customers are more likely to engage in negative eWOM than in positive eWOM, thus increasing negative sentiments within social media and harming sellers' reputations (Liu *et al.*, 2017). An 18-year-old French marketing student expressed the following experience:

> *I have seen customers comment negatively about a seller. Someone said, 'If I wanted to try to buy more than one item, you're making it impossible because I don't know how much money I have to put on the card'. This does not look good for online sellers.*

The UGC that customers contribute provides sentiment that can indicate how they felt about their experience and provide indirect signals regarding how the seller engaged in service failures and supported their recovery. A lack of emotional and informational support from

sellers can ultimately impact their ratings, which can lead to customers avoiding their service channels.

5. Discussion: main consumer clusters

The aim of our study is to enrich the UGC literature in the context of customers dissatisfied with service in the second-hand luxury fashion sector. We introduce three novel consumer clusters (spiritual consumers, *carpe diem* consumers and entrepreneurial recoverer consumers) with an updated conceptual framework (see Figure 1) on the basis of: (1) our exploration of the relationships between UGC, dissatisfied customers and second-hand luxury fashion; (2) our emergent themes (authenticity redemption, self-recovery autonomy and failure-recovery status holder); and (3) an examination of the participants' expressed comments and the antecedents and consequences of their experiences implied from their statements. The labelling of these consumer groups emerged from their perceived emotional and UGC-related behaviours in online environments, which enabled the researchers to categorise them by core characteristics. In general, the findings demonstrate that UGC plays a critical role in consumers' purchasing and service failure-recovery efforts; some consumers have the dual identity of being a buyer or seller of second-hand products. Consumers of second-hand products share a desire for UGC that exhibits characteristics such as content vividness, supplier and purchasing details, and, above all, product authenticity clarification.
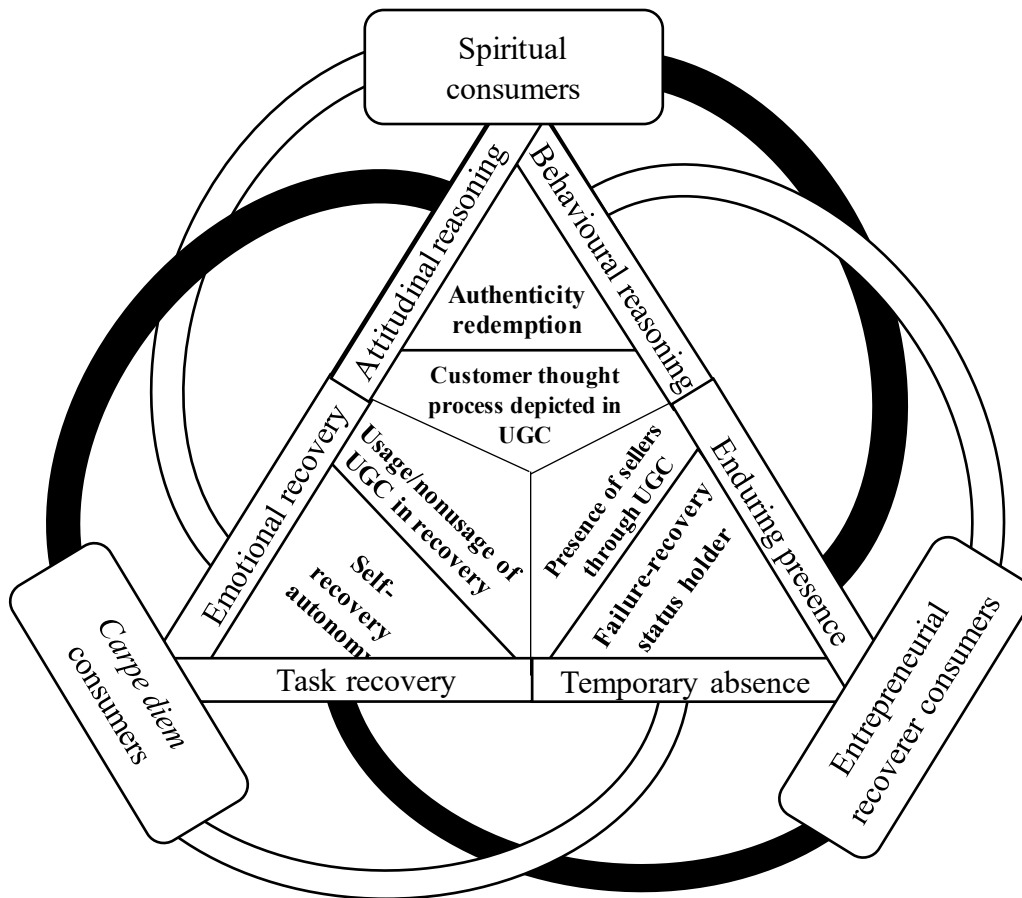
Figure 1: The conceptual framework for spiritual consumers, entrepreneurial recoverer consumers and *carpe diem* consumers. UGC, user-generated content

The framework for spiritual consumers, entrepreneurial recoverer consumers and *carpe diem* consumers (SEC) in Figure 1 shows that differences emerge between consumer groups when they exhibit attitudinal or behavioural reasoning, through which their buyer and/or seller status can be identified. When consumers are dissatisfied, attitudinal or behavioural reasoning causes them to respond differently through UGC; for example, some choose not to react through UGC and recover emotionally, while others apply UGC to facilitate task recovery, such as product returns and compensation, and even their digital self-recovery, through the collective efforts of other customers or sellers. If the consumer seeks recovery through actual tasks, such as

information searching or product returns, they are likely to notice if the seller is absent or present through UGC recovery procedures. In contrast, consumers who have high self-recovery autonomy, indicating emotional readiness and willingness to recover individually, may subsequently seek additional recovery support or offer support to others. The following subsections describe the relationships between the themes and consumer groups and the categorisation of the consumers.

5.1. Spiritual consumers

Spiritual consumers hold a special regard for luxury fashion products, even if those products are second hand or physically defective or imperfect. Research is paying increasing attention to consumer spirituality and how it interacts with consumption practices and objects (Higgins and Hamilton, 2019). Luxury fashion products are arguably market offerings that are designed to satisfy customers' desires for meaningful encounters with one's self or high powers, and to give customers spiritual fulfilment (Husemann and Eckhardt, 2019). Spiritual fulfilment refers to an individual's need to be part of a greater whole, which in turn influences their actions (Erikson, 1982). Luxury brands are categorised for their heritage and uniqueness; this makes them exceptionally different from mass market brands, which in turn can cause consumers to authenticate their identity with the characteristics of luxury fashion shown through UGC. Spiritual consumers' purchasing of second-hand luxury fashion is influenced by attitudinal reasoning, which generally refers to the emotional attachment between customers and brands (Böttger et al., 2017); attitudinal reasoning influences customers' desire for ownership of products that carry the luxury brand. This attitudinal reasoning extends beyond the desire to purchase a second-hand luxury fashion product.

Product defects are among the key categorised service failures (Kelley et al., 1993) and failures can further intensify if UGC does not accurately depict the product's condition; however, these

consequences can be minor when considering that product defects and imperfections are expected in second-hand retail. Spiritual consumers' emotional states mean that service failure has not occurred unless the severity of the failure exceeds expectations. Spiritual consumers' actions are influenced by the spiritual experience they receive from the product they possess, which causes them to act in a way that benefits the brand. Studies support the view that loyal customers' attitudinal reasoning prompts them to overlook failures or defects (Hess Jr *et al.*, 2003; MacInnis and Folkes, 2017). This aligns with the finding that spiritual consumers self-recover emotionally without the influence of the seller's or other customers' UGC, as their desire for a luxury fashion product exceeds the perception that service recovery procedures are necessary. Thus, the presence of sellers, indicated through UGC, is unnecessary other than keeping spiritual consumers informed of product offers and delivery procedures. However, if spiritual consumers are acting as sellers of second-hand luxury fashion, then they are likely to be committed to signalling the quality and authenticity of the products; they will ensure that the customer views the luxury products the way they do, thus emphasising advocating the brand rather than their status as a seller during service failure and recovery situations.

5.2 Carpe diem *consumers*

Carpe diem consumers access online platforms and engage in UGC because they seek opportunities to conduct activities themselves through online encounters. First, for attitudinal reasons, similar to those of spiritual consumers, they examine UGC to find an authentic second-hand luxury product. However, if service failures occur, *carpe diem* consumers will also take the opportunity to pursue recovery procedures, even if UGC is used to recover. If, however, the resulting purchase was not satisfying, *carpe diem* consumers may be prompted to solve the disservice within a short time frame or in the moments following soon after they encounter service failures to further continue their "living in the present" actions.

In terms of self-recovery autonomy, this group exercise their control by using UGC to avoid or recover from service failures. Service failures considered serious enough to act upon may include product defects not previously mentioned and delivery delays or losses. These sorts of issues can be revealed by other customers' UGC, which warns potential customers about suppliers (Schlosser, 2011); *carpe diem* consumers use this UGC to ensure that the opportunistic purchases they make have a value that exceeds any potential losses. UGC can also assure *carpe diem* consumers of the successful outcomes of a purchase, thus enabling them to recover emotionally themselves; however, if they are dissatisfied with the end result, such as a lack of informational support on product return procedures and compensation embedded in UGC (Sharma and Khadka, 2019), then emotional support is likely to be needed for emotional recovery to occur. The need for such information means that *carpe diem* consumers are likely to notice the absence of sellers during failure recovery procedures and may judge the sellers' failure-recovery status based on their length of absence following a reported failure. *Carpe diem* consumers consider additional characteristics such as type and speed of recovery and the seller's willingness to assist customers. As *carpe diem* consumers are willing to find solutions, they may temporarily leave UGC activity to conduct necessary offline service recovery procedures and may return to find any updates that could assist them.

5.3 Entrepreneurial recoverer consumers

Customers who purchase second-hand luxury products are not always the end-customer but rather one of several owners until the product has an affirmative owner (Turunen *et al.*, 2020). The admiration and respect sought by many luxury consumers provide an entrepreneurial opportunity for individuals to create and manage status consumption that is no longer limited to first-hand markets (Dion and Borraz, 2017). Entrepreneurial recoverers are consumers driven by entrepreneurial motivations acting as sellers or buyers and resellers of second-hand luxury fashion goods; they strive to overcome any service failures that may disrupt their

transactions. Like the previous consumer groups, entrepreneurial recoverers may have an attitudinal preference towards brands from the luxury sector. When selling items, they utilise UGC as an advertising method to make use of rich media features in an effort to appeal to customers. If they are conducting a fully online business, they can extend the usage of UGC to search for products that nonentrepreneurial customers are selling and practice behavioural purchasing reasoning—a type of purchasing where individuals do not buy with a specific brand preference in mind (Gorlier and Michel, 2020). They conduct behavioural purchases due to the variation of brands in the second-hand luxury sector and because they must achieve initial investment returns. Thus, they are more critical about the indicated product authenticity information embedded in the UGC they observe and post in online environments.

Since entrepreneurial recoverers deal with brands renowned for their symbolic status, they must maintain a perceived high-quality and trustworthy status in their management of products and issues that customers encounter. Part of this status includes social presence in online activity (Rodríguez-Ardura and Meseguer-Artola, 2018), including UGC at all purchasing and service failure and recovery stages. An absence of such a presence, as well as insufficient service delivery, can result in a negative online status generated by customers who may judge the authenticity of the promoter's online messages (Estreder *et al*., 2023). Thus, their failure-recovery status is just as important to buyers as their authentic luxury entrepreneurial activities. In addition, entrepreneurial recoverers face pressure to have high self-recovery autonomy. Problem-solving skills are essential to entrepreneurial activities (Sarasvathy and Venkataraman, 2011), especially if customer complaints arise through social media that could damage the seller's online reputation. Entrepreneurial recoverers' usage of UGC can become a recovery-related activity to provide information to support customers' emotional recovery and the task recovery of failures while offline recovery activities are conducted. It is important to note that the level of responsibility that entrepreneurial recoverers are assigned is subjective,

as some customers may perceive some service failures to be beyond the seller's control (Klein and Dawar, 2004) and may share a level of responsibility if the seller's terms and conditions justify it.

6. Conclusion

This study contributes to the understanding of purchasing and service failure-recovery behaviour in the second-hand luxury fashion goods industry by examining the role of branded products' luxury status and the crucial impact of UGC as an important antecedent in consumers' responses to service failure and recovery. 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 product searching and community connectedness. However, consumers differ in their level of integration of UGC into service failure and recovery circumstances; consumers' perceptions of second-hand luxury fashion products and their roles in the industry's collaborative business model influence the level of UGC integration they practice, as presented in this study.

This study suggests that the perceptions of consumers seeking second-hand luxury fashion products differ from those who purchase new or never previously owned luxury fashion products. Second-hand luxury products are likely to have had several temporary owners before settling with a permanent owner (Turunen *et al.*, 2020), which creates a perception of timeless sustainability, thus ensuring that the brand's image and value are retained. These attributes attract spiritual and *carpe diem* consumers, who represent profitability potential to entrepreneurial recoverer consumers who engage in business opportunities around the unique selling points of second-hand luxury products. Interestingly, these attributes play an important role in reducing perceived service failures in this industry. The second-hand status of products and the visual constraints caused by UGC may influence consumers to anticipate possible

product defects. The exclusivity and uniqueness of second-hand luxury products can prompt consumers to overlook product defects, which can contribute to perceived service failures, particularly in the first-hand mass market fashion and luxury fashion industries (Kelley *et al*., 1993). An opportunity to obtain a luxury product within a desired economic budget is rare for many consumers. Luxury fashion products are designed to give consumers meaning and fulfilment and enhance individuals' self-categorisation (Husemann and Eckhardt, 2019). Thus, when consumers desire to acquire a luxury branded product, which is made more accessible through second-hand distribution and UGC activity, they are more willing to accept or tolerate any defects in the product or service delivery through UGC. This toleration is mediated by their attitude towards the brand (MacInnis and Folkes, 2017); it reduces the likelihood of consumers pursuing service recovery procedures, such as product returns, compensation and sharing of service failure through UGC, instead of pursuing mental self-recovery.

The profile of some second-hand luxury fashion consumers that has emerged from the data of this study identifies a dual identity in which individual consumers can take on the role of being buyers and sellers through UGC. Our findings show that consumer attitudes towards UGC as a service failure and recovery tool increase the perceived critical need for UGC when consumers adopt a buyer–seller role, which is made possible by the collaborative business model emphasised within the online second-hand luxury goods industry. The act of showcasing luxury products through UGC, and ensuring successful marketing and distribution, arguably causes consumers to exercise more caution over the transaction to reduce service and quality delivery failures and recovery time and costs. However, there is no universal approach to how UGC activity and service failure and recovery are managed by buyer–seller consumers. Buyer–sellers do not engage in the same collaborative or collective community behaviour as each other, which may be altered if they desire to conduct business as buyer–sellers in the long term or temporarily.

The proposed SEC framework illustrates how the emerging themes interconnect with the identified consumers; it reveals significant consumer actions and attitudes found in the second-hand luxury goods sector that influence the usage of UGC and its integration into service failure and recovery efforts. It is important to note that the framework does not take into account specific service failures and recovery procedures, but rather provides key characteristics that may influence consumers' attitudes towards UGC under service failure and recovery situations and what actions they may conduct. In addition, although the framework was developed based on data from second-hand luxury goods customers, from an academic perspective it opens up an opportunity for empirical testing of the framework in other industries. As mentioned earlier, there is a large difference between second-hand luxury fashion goods and mass market second-hand fashion goods; thus, future research could compare or contrast the impact of UGC on service failure and recovery efforts in second-hand industries that harbour potentially different consumer behaviours and brand product attributes. Furthermore, the study does not distinguish between consumer sellers and buyers who are independent private sellers, company-recruited sellers or sellers who rely on a mediating supplier. Sellers who are self-employed or company recruited may be subject to different selling regulations and have access to resources that may be self-obtained or provided by networked suppliers. This may influence their individual online behaviour, thus altering their responses and ability to perform recovery procedures through UGC. Thus, future research could assess the behaviours of second-hand sellers from different redistribution channel pathways, and incorporate the effects of brand authenticity on customer dissatisfaction.

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