



## LIVE SHOPPING: Use in the Purchase of Second-Hand Clothing

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### KEYWORDS

*Live Shopping*  
*Second-Hand Clothes*  
*Consumer*  
*Loyalty*  
*Quantitative Analysis*  
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### ABSTRACT

*This study analyses live shopping in the sale of second-hand clothing, focusing on the motivations, barriers and perceptions of Spanish users. Using a mixed-methods approach, it finds that live shopping fosters trust, although its adoption remains limited. The study concludes that, with appropriate implementation at the experiential, educational and technical levels, live shopping has the potential to significantly strengthen the second-hand market.*

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## 1. Introduction

Live shopping, also referred to as live commerce, has emerged as a significant trend in e-commerce in recent years. This phenomenon combines live streaming with real-time purchasing capabilities, offering an interactive and dynamic experience for both consumers and brands. Its development has been driven by several factors, including the expansion of social media platforms, the growing influence of digital content creators, and the need for businesses to adapt to new forms of online interaction (Fathma et al., 2024; Lemon live, 2025; Li et al., 2022; Mahendra et al., 2024).

Live shopping originated in China with the launch of Taobao Live in 2016 (Lemon Live, 2025) and has since expanded to Western markets, including the United Kingdom, where it has experienced notable growth. This modality integrates real-time broadcasting with a digital shopping environment in which brands or influencers present products live, provide demonstrations, and respond to audience questions instantaneously. Such interactions take place across platforms including Instagram, Facebook, TikTok, YouTube and dedicated e-commerce websites (Bray, 2024; Fathma et al., 2024; Inbound cycle, 2023; Porsan et al., 2024; Saffanah et al., 2022). Viewers can select featured products and complete purchases immediately, creating an immersive and participatory shopping experience (Batara & Sugiarto, 2024; Helen et al., 2024; Inbound cycle, 2023; Porsan et al., 2024).

The impact of live shopping on consumer behaviour has been widely examined in recent studies, reflecting its increasing adoption by brands and its effectiveness as both a marketing and sales tool (Moovity, 2023). Research also indicates high levels of satisfaction among companies using live shopping, highlighting its potential to reshape brand-consumer relationships through more dynamic and personalised forms of engagement (Moovity, 2023). This relevance is further supported by case studies conducted in Spain, which demonstrate how live shopping facilitates direct interaction between sellers and consumers, thereby enhancing trust and encouraging customer loyalty (Macario, 2024).

### 1.1. Objectives

From a scientific perspective, this article adopts a user-centred approach, examining live shopping in the purchase and sale of clothing in order to minimise potential deviations in the results. The study aims to:

1. Analyse the level of awareness and use of live shopping among Internet users.
2. Examine the use of live shopping in the purchase and sale of clothing, both in general and specifically within the second-hand market.
3. Identify the motivations and barriers experienced by users when purchasing and selling second-hand clothing through live shopping.

In conclusion, live shopping represents a significant evolution in e-commerce, offering new opportunities for brands while reshaping the consumer shopping experience. Its growing adoption and demonstrated effectiveness underscore its relevance as a key strategy within interactive e-commerce.

## 2. Literature Review on Live Shopping

### 2.1. Historical Development and Evolution of Live Shopping

Live shopping has its origins in traditional teleshopping programmes that gained popularity on television during the 1980s and 1990s. These programmes enabled viewers to purchase products while watching live demonstrations; however, interaction was limited and audiences remained largely passive (Posonty, 2022). With the emergence of the Internet in the 1990s, e-commerce began to expand, yet the real-time interaction characteristic of teleshopping was largely absent in early online retail environments (Posonty, 2022).

The substantial growth of live shopping coincided with the expansion of social media in the 2000s. Platforms such as Facebook Live and Instagram Live introduced live-streaming functionalities that laid the groundwork for live commerce (Akromah & Nurhadi 2024; Li et al., 2022; Mahendra et al., 2024; Posonty, 2022; Saffanah et al., 2022). It was in China, however, that live shopping gained its greatest momentum. In 2016, Alibaba launched Taobao Live, a platform that integrated e-commerce with live streaming and enabled influencers and celebrities to sell products in real time (Li et al., 2022; VTEX,

2022). This model rapidly gained popularity, generating substantial sales volumes and establishing live shopping as a central component of the Chinese e-commerce landscape (VTEX, 2022).

In Spain, live shopping has experienced significant growth in recent years. According to a study conducted by The Jump Live in collaboration with CEU San Pablo University, live shopping grew by 144% in Spain in 2023, reflecting its increasing adoption by brands and its effectiveness as both a marketing and sales tool (Rodríguez, 2024). The relevance of this modality has also been demonstrated through specific case studies, such as the analysis of IKEA's implementation of live shopping in Spain, which shows how this strategy has enhanced the consumer experience and strengthened the company's position within the digital market (Calero de la Paz, 2025).

A growing number of companies have incorporated live shopping into their marketing and sales strategies. For example, Carrefour has used live shopping to present Christmas toys and products related to the Euro 2021 football competition, achieving audiences of up to 15,000 viewers during its live broadcasts (Influence4You, 2021). Similarly, Fnac-Darty conducted 47 live broadcasts at the end of 2020, generating more than 2.7 million views in total and increasing sales by a factor of 400 during live events (Influence4You, 2021). Luxury brands such as Louis Vuitton, Tommy Hilfiger, Burberry, Estée Lauder, L'Oréal and Swarovski have also implemented live shopping in order to establish more direct and effective connections with their customers (Roicos, 2024).

Viewed within its broader historical and technological development, live shopping has evolved from a form of televised teleshopping into a key strategy within global e-commerce. By combining live streaming with real-time purchasing, this modality has transformed brand-consumer interactions, enabling more dynamic, interactive and personalised shopping experiences (Bray, 2024; Fathma et al., 2024).

## ***2.2. Technological Foundations of Live Shopping and Its Implementation on Social Media***

Live shopping represents an evolution of e-commerce that combines live video streaming with real-time purchasing capabilities. Its technological foundations lie in the convergence of several key innovations, including live-streaming technologies, social media platforms and integrated e-commerce systems (Joo & Yang, 2023; Sun et al., 2024).

The concept of live shopping originated in China with the launch of Taobao Live by Alibaba in 2016. This platform enabled sellers and influencers to broadcast live content while presenting and selling products, thereby creating a highly interactive and dynamic shopping environment (VTEX, 2022). The technological infrastructure underpinning Taobao Live included advanced video-streaming capabilities, integration with online payment systems, and real-time interaction tools such as live chat functions and audience polls (VTEX, 2022). Its rapid and widespread adoption was facilitated by the high penetration of smartphones and the availability of high-speed Internet access in China (Joo & Yang, 2023; Li et al., 2022; Posonty, 2022).

The implementation of live shopping functionalities within social media platforms has been a decisive factor in its global expansion. Platforms such as Facebook, Instagram and YouTube have incorporated live shopping features that allow users to purchase products directly from live broadcasts. For instance, Instagram Live Shopping enables sellers to tag products during a live stream, linking them directly to their Instagram Shopping catalogue (Akromah & Nurhadi, 2024; Moovity, 2023). This integration supports a seamless shopping experience in which viewers can interact with sellers, ask questions and complete purchases without leaving the live-streaming environment (Mahendra et al., 2024; Moovity, 2023; Porsan et al., 2024).

The COVID-19 pandemic in 2020 further accelerated the adoption of live shopping in Western markets, as restrictions on physical retail encouraged brands to seek digital alternatives for engaging with consumers (VTEX, 2022). Although Amazon had previously launched an early live shopping initiative, Style Code Live, in March 2016, focusing on Amazon-exclusive fashion products, this experiment was discontinued after one year (VTEX, 2022). Nevertheless, it established a foundation for subsequent developments. Amazon later introduced Amazon Live, a platform that allows sellers and content creators to broadcast live content and sell products directly to consumers, reflecting the growing institutionalisation of live shopping within mainstream e-commerce ecosystems (VTEX, 2022).

In Spain, live shopping has experienced substantial growth in recent years, establishing itself as an emerging strategy within e-commerce and digital marketing. A study conducted by The Jump Live in collaboration with CEU San Pablo University indicates that this modality recorded a 144% increase in

2023, reflecting its progressive adoption by brands seeking to boost sales and strengthen relationships with consumers (Rodríguez, 2024).

Several retail companies have incorporated live shopping into their commercial strategies with notable results. Among these, Carrefour and Fnac-Darty have reported significant improvements in key performance indicators during live broadcasts (Influence4You, 2021). Carrefour, for example, has employed live shopping to promote Christmas toys and products associated with the Euro 2021 football competition, attracting audiences of up to 15,000 simultaneous viewers (Influence4You, 2021). Similarly, Fnac-Darty conducted 47 live broadcasts at the end of 2020, generating more than 2.7 million views and increasing sales by a factor of 400 during these events (Influence4You, 2021).

Live shopping has also been adopted within the luxury sector as part of broader experiential communication and relationship marketing strategies. Internationally recognised brands such as Louis Vuitton, Tommy Hilfiger, Burberry, Estée Lauder, L'Oréal and Swarovski have integrated this tool with the aim of strengthening emotional connections with their customers (Roicos, 2024). These brands frequently utilise platforms such as Instagram and YouTube to conduct live product presentations, encourage two-way interaction with consumers, and offer exclusive content or benefits, thereby reinforcing engagement and brand loyalty (Roicos, 2024).

### **2.3. Previous Studies and Key Findings on Live Shopping**

Live shopping has been examined in numerous empirical studies across different geographical contexts, reflecting its growing relevance within contemporary e-commerce. The following section reviews some of the most significant studies and their principal findings.

A study conducted by The Jump Live in collaboration with CEU San Pablo University in Spain reported a 144% increase in the adoption of live shopping in 2023. Based on interviews and questionnaires administered to companies that had implemented live shopping events, the study found that 100% of participating brands met their commercial expectations and objectives. Furthermore, 90% of companies evaluated the outcomes as 'good' or 'excellent', underscoring the effectiveness of live shopping as a marketing and sales tool, in line with findings reported in other national contexts (Rodríguez, 2024; Fathma et al., 2024).

In China, a case study on Taobao Live conducted by Alibaba Group revealed that sales generated through the platform reached 500 billion yuan (approximately £57 billion) in 2020. The study identified real-time interaction and the capacity of influencers to establish direct connections with consumers as key factors underpinning the success of live shopping in the Chinese market (Alibaba Group, 2021).

In the United States, a study carried out by the University of California, Berkeley analysed the impact of live shopping on consumer behaviour. The findings indicated that live shopping significantly increases both purchase intention and customer satisfaction. Real-time interaction and live product demonstrations were shown to enhance consumer trust, which in turn positively influences sales performance (Chen and Lin, 2022).

Another relevant contribution is a study conducted by the University of Granada, which explored the effects of live shopping on impulse buying behaviour and electronic word of mouth (e-WOM). Drawing on the Stimulus–Organism–Response (SOR) model, the research demonstrated that user interaction, purchase guidance and information quality are significant predictors of purchase intention, impulse buying and e-WOM. In addition, perceived usefulness and customer satisfaction were found to play a mediating role in purchase decisions (Akromah & Nurhadi, 2024; Hassan, 2023).

In the United Kingdom, a study by the University of Manchester examined the implementation of live shopping by luxury brands such as Burberry and Louis Vuitton. The findings indicated that these brands employed live shopping to deliver exclusive and personalised consumer experiences, resulting in increased customer loyalty and higher sales volumes (Smith and Johnson, 2023).

Taken together, these studies highlight the effectiveness of live shopping as a marketing and sales tool across diverse regional contexts. Key success factors consistently identified include real-time interaction, live product demonstrations and the role of influencers in building consumer trust. The literature thus underscores the growing importance of live shopping within e-commerce and its potential to generate engaging, interactive and value-driven shopping experiences for consumers (Helen et al., 2024; Bray, 2024; Mahendra et al., 2024).

### **2.4. Comparison with Other Forms of E-Commerce**

Live shopping has emerged as an innovative form of e-commerce that differs in several key respects from more traditional online retail models. The following section presents a comparative analysis of live shopping and other forms of e-commerce, drawing on existing scientific literature and empirical evidence to highlight their respective characteristics and implications for consumer behaviour and commercial performance.

#### **2.4.1 Interaction and User Experience**

One of the primary distinctions between live shopping and traditional forms of e-commerce lies in the level of interaction and the nature of the user experience. Live shopping provides a more immersive and participatory environment, enabling consumers to interact in real time with sellers and other viewers through live comments and questions (Chen and Lin, 2022). This real-time interaction not only enhances the overall user experience but also contributes to increased consumer trust and stronger purchase intention (Chen and Lin, 2022; Helen et al., 2024).

By contrast, traditional e-commerce is characterised by a more static shopping process, in which consumers browse product catalogues and complete purchases with limited or no direct interaction with sellers (Batara & Sugiarto, 2024; Bray, 2024; Porsan et al., 2024; Posonty, 2022; Sun et al., 2024).

#### **2.4.2 Conversion Rates and Sales Effectiveness**

Live shopping has been shown to be significantly more effective than traditional e-commerce in terms of conversion rates and sales performance. According to a report by Coresight Research in collaboration with Bambuser, conversion rates during live shopping events can be up to ten times higher than those observed on conventional e-commerce websites, which typically report conversion rates of 4–5% (Coresight Research, 2023).

This increase in conversion rates is commonly attributed to live shopping's capacity to generate a sense of urgency and exclusivity, as well as to the persuasive role of live presenters, who can directly influence viewers and stimulate impulse purchasing behaviour (Coresight Research, 2023). These findings are consistent with those reported by other authors, who similarly emphasise the combined impact of real-time interaction, social influence and experiential engagement on consumer decision-making within live shopping environments (Batara & Sugiarto, 2024; Helen et al., 2024; Joo & Yang, 2023).

#### **2.4.3 Customer Engagement and Loyalty**

Live shopping also distinguishes itself through its capacity to foster higher levels of customer engagement and brand loyalty. Real-time interaction and the opportunity to receive immediate responses to questions enable consumers to feel more closely connected to both the brand and the product being presented (Batara & Sugiarto, 2024; Hassan, 2023). Moreover, the participation of influencers and celebrities in live shopping events can significantly enhance engagement, as these figures are able to attract large audiences and cultivate trust among consumers (Hassan, 2023; Saffanah et al., 2022).

By contrast, traditional e-commerce typically offers lower levels of engagement, as consumer interaction is often limited to product reviews and post-purchase customer service mechanisms, with fewer opportunities for real-time or relational exchanges (Fathma al., 2024; Posonty, 2022).

#### **2.4.4 Impact of the COVID-19 Pandemic on Live Shopping**

The COVID-19 pandemic had a significant impact on the adoption of live shopping and accelerated its growth in comparison with other forms of e-commerce. During periods of lockdown and physical restriction, brands increasingly sought digital alternatives to maintain interaction with consumers, and live shopping emerged as an effective solution to this challenge (VTEX, 2022). Although traditional e-commerce also experienced a rise in sales during the pandemic, it was unable to replicate the level of interaction and engagement facilitated by live shopping formats (VTEX, 2022).

Numerous successful implementations of live shopping have been documented across different geographical contexts. These include Alibaba's Taobao Live in China, Amazon Live in the United States and European retailers such as Carrefour and Fnac-Darty. In Spain, Zara has also integrated live

shopping into its business model by creating live events that present new collections and offer consumers behind-the-scenes insights into the design and production processes (Macario, 2024).

Overall, live shopping differs from traditional e-commerce across several key dimensions, including user interaction and experience, conversion rates and sales effectiveness, customer engagement and loyalty, and its accelerated adoption during the COVID-19 pandemic. These characteristics have contributed to the growing popularity and effectiveness of live shopping within the broader e-commerce landscape (Helen et al., 2024).

### **3. Methodology**

This study adopts a mixed-methods approach, combining qualitative and quantitative methodologies in order to obtain a comprehensive understanding of the research phenomenon.

#### ***3.1. Selection and Application of Qualitative Research Methods***

Qualitative methods were selected because they allow for the exploration of the complexity and evolution of variables, enabling the use of flexible and adaptive approaches suited to changing research contexts (Wimmer and Dominick, 1996). Through qualitative analysis, themes and concepts emerge from the collected data, generating theoretical or practical explanations (Rubin and Rubin, 1995). These insights are derived from techniques such as recording, observation, interviews and the systematic documentation of interview processes (Fernández, 2006; Miles and Huberman, 1994).

For this study, a focus group was conducted with eight Generation Z Internet users, six women and two men, who make intensive use of social media and regularly purchase new or second-hand clothing online. The focus group was facilitated by a moderator specialising in this research technique, supported by an assistant interviewer. The session took place in a room at the Centre for International Management Studies in Granada, which was specifically adapted for group discussion.

The discussion lasted two hours and was recorded using both video and audio equipment, supplemented by notes taken by the assistant interviewer. Participants received a gift as a token of appreciation for their contribution. The focus group was conducted in a relaxed environment, which facilitated the expression of diverse opinions and perspectives (Hill, 2001).

The qualitative analysis followed a systematic process comprising data collection, transcription, coding and the integration of information (Álvarez-Gayou, 2005; Fernández, 2006; Miles & Huberman, 1994; Rubin & Rubin, 1995). Each of these stages is outlined in detail in the following sections.

##### ***3.1.1 Data Collection Procedure***

Data collection within the focus group was carried out in accordance with the following elements:

- Selection of participants: Ten intensive users of social networks from professional and university environments were selected.
- Preparation of discussion topics: Semantic units were identified, and general questions were developed in order to capture participants' motivations and experiences.
- Formulation of questions: Questions were designed to be open-ended and reflective, as well as closed and guided, to encourage both depth and structure in responses.
- Organisation of the session: The meeting was scheduled at the Centre for International Management Studies in Granada during breakfast hours, creating a relaxed and welcoming atmosphere.
- Conduct of the group session: The process included a welcome phase, an explanation of the focus group procedure, the collection of participants' opinions, the presentation of visual materials, and the distribution of gift.

##### ***3.1.2 Collection and Organisation of Information***

This phase involved the capture, transcription and organisation of information using both technical and manual procedures. Data were collected through video and audio recordings, as well as handwritten notes taken during the session. The video and audio materials were subsequently transcribed manually, after which the transcripts were analysed manually.

##### ***3.1.3 Coding of Information***

Coding involved grouping the collected data into categories that brought together related ideas and concepts. This process comprised several stages, including initial coding, semantic classification and the manual construction of analytical relationships between categories.

### ***3.1.4 Integration of Qualitative Information***

In the final stage, the categories identified were integrated with the theoretical foundations of the research through the analysis of associations and the formulation of conclusions.

### **3.2. Analysis of Quantitative Data**

The data analysis approach was descriptive and examined users from the perspective of their level of knowledge and usage habits related to live shopping, as well as the motivations and concerns it may generate. In this study, surveys were used to measure the different elements identified, following a structured process that included questionnaire design, survey administration, quantitative data analysis and the analysis and discussion of results.

#### ***3.2.1 Stage 1: Questionnaire Development***

The questionnaire was developed using validated scales drawn from previous studies, as well as items validated by subject experts (Macintosh & Lockshin, 1997; Molina et al., 2009; Noble et al., 2006; Wallace et al., 2004). The questions were designed to be clear and unbiased, employing Likert scales to assess users' motivations and concerns, with responses measured on a scale from 1 to 5.

The questionnaire comprised several distinct sections, each of which was essential for collecting meaningful data on participants' levels of knowledge, usage patterns, motivations and concerns in relation to live shopping. Expert validation and the use of Likert scales contributed to ensuring the reliability and validity of the research instrument.

#### ***3.2.2 Stage 2: Quantitative Research and Survey Administration***

Once the questionnaire had been developed, the survey phase was conducted. The questionnaires were administered online and distributed via WhatsApp or email to social media users. The materials used in the survey process included:

1. The questionnaire.
2. A script for administering the survey and a visual presentation explaining the concept of live shopping.
3. Instructions outlining the survey protocol.

Data collection was carried out by sending the questionnaires via WhatsApp or email to social media users, following the receipt of their prior consent. Within a one-month period, a sufficient number of responses was obtained for analysis. Incomplete questionnaires were excluded and only fully completed responses were retained as the final sample for analysis.

#### ***3.2.3 Stage 3: Quantitative Data Analysis***

After the collection and filtering of all survey responses, the data were entered into a single database for analysis. The quantitative analysis enabled the identification of the results associated with the different variables and an examination of their effects on social media users. This stage also involved a systematic analysis and interpretation of the findings.

## 4. Results

### 4.1. Results of the Quantitative Analysis

The study defined its population universe as the Spanish population aged between 18 and 65 years. According to data from the National Institute of Statistics (INE) published in December 2024, this population comprises 38,643,085 individuals, of whom 48.99% are men and 51.01% are women. Based on this universe, the required sample size for the survey was calculated as  $n = 384$ , with a confidence level of 95% and a margin of error of 5%. This calculation was carried out by establishing the confidence level and estimating the confidence interval according to the formula  $E = Z\sqrt{(pq/n)}$ , where  $p$  and  $q$  represent the proportions of men and women respectively,  $Z = 1.96$  corresponds to the value of the standard normal distribution for a 95% confidence level, and the population is assumed to be asymptotically normal (Peña, 2014).

However, in the study conducted, a total of 202 respondents completed the online survey ( $n = 202$ ), resulting in a margin of error of 6.9% for a confidence level of 95%. Of these respondents, 70.1% were women and 29.9% were men. According to INE data for 2023, 39.5% of Internet users purchase fashion products online, while in the present sample this figure was 37.9%. Furthermore, Silván et al. (2023) report that 40% of users purchase second-hand fashion, compared with 38.61% in the present study. These percentages were calculated based on responses to the questionnaire items 'Have you ever bought second-hand clothing online?' and 'Why do you decide to buy second-hand clothing?', respectively. The dataset containing the questionnaire responses is publicly available in the Zenodo repository (Carvajal and Mayorgas, 2025).

The sample was therefore considered to be representative and the results reliable. Nevertheless, differences in the distribution of the sample must be taken into account when interpreting the findings, particularly with regard to gender distribution and the proportion of second-hand fashion buyers. Consequently, the conclusions drawn are limited to the sample analysed.

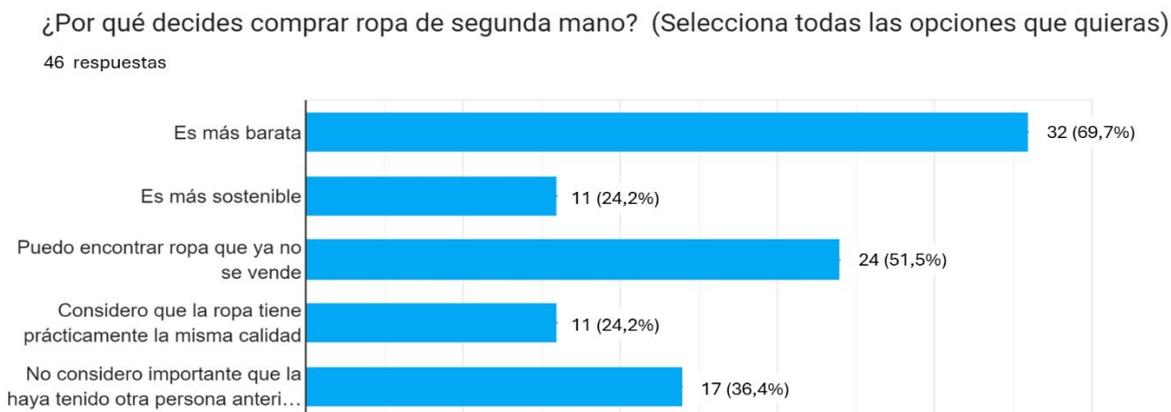
The quantitative and qualitative study is structured into five analytical blocks. The first block is descriptive in nature. The second focuses on knowledge and use of live shopping. The third examines purchasing users. The fourth addresses non-purchasing users. The final block analyses sellers.

Within the descriptive analysis, participants were asked the question 'Have you ever participated in live shopping?'. The results indicate that 61.39% of respondents were familiar with the concept of live shopping. However, when asked 'Do you think seeing a person trying on clothes live would make you trust the product more?', only 44.6% of users reported feeling confident about purchasing through this format.

### 4.2. Results related to the purchase and sale of second-hand fashion

The main reasons why respondents decide to buy second-hand clothing are low prices (69.7%) and finding clothing that is no longer sold (51.5%), which is a consequence of fast fashion. In addition, more than one in three people do not care if someone else has owned the clothing before. Finally, we can highlight that sustainability is one of the least selected reasons by consumers. These percentages are shown in Figure 1, where respondents could choose more than one answer simultaneously, so the sum of the percentages is not normalised.

**Figure 1.** Reasons for buying second-hand clothing



Source: Authors own work, 2025.

Thus, among the fears or barriers identified among non-buyers, 55.6% of participants indicated that they had not considered live shopping as an option. Among these non-buyers, 25.9% cited fear of being scammed, 16.7% expressed concerns related to hygiene, and 18.5% reported fears regarding poor quality or considered second-hand clothing to be too expensive. These percentages are presented in Figure 2. As respondents were allowed to select more than one response, the total percentage is not normalised.

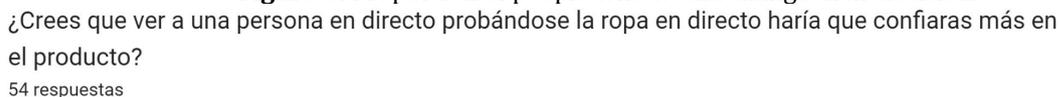
**Figure 2.** Reasons for not buying second-hand clothing



Source: Authors own work, 2025.

It is noteworthy that 72.2% of non-buyers reported that they would trust the product more if they were able to see it presented during a live shopping event.

**Figure 3.** Proportion of people who would change their decision.



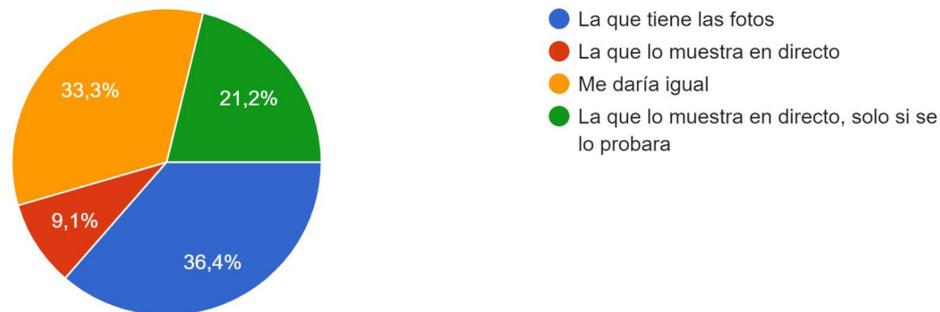
Source: Authors own work, 2025.

In the case of purchasing users, 36.4% indicated a preference for viewing photographs at their own pace, suggesting that the live shopping format does not fully align with the preferences of this group.

**Figure 4.** Proportion of preference for photos/live shopping.

Imagina que una persona pone las fotos de las prendas, mientras otra las muestra en un directo sin probarla, ¿cuál preferirías comprar?

33 respuestas



Source: Authors own work, 2025.

A chi-square test of independence was performed to analyse the relationship between the responses to the questions ‘Have you ever bought second-hand clothes online?’ and ‘Have you ever participated in live shopping?’ (Peña, 2014). The test yielded a chi-square statistic of  $\chi^2 = 5.009$  and a p-value of 0.29. As a result, the null hypothesis that the two variables are independent cannot be rejected.

This finding indicates that increased use of live shopping on existing platforms does not influence the decision to purchase second-hand clothing. Table X presents the contingency table used for the chi-square test, showing the contribution of each cell to the statistic, calculated as the squared difference between observed and expected frequencies divided by the expected frequencies.

**Table 1.** Independence between live shopping and second-hand purchases

Have you ever bought second-hand clothes online?	Have you ever participated in live shopping?		
	No, never	Yes, although I only watch it for a couple of seconds	Yes, when one pops up on TikTok/Instagram, I stop to watch it for a while
No, never	0.0000	0.0000	0.0000
Yes, once a year or less	0.0199	0.4274	1.0940
Yes, every few months	0.0447	0.9615	2.4615
	$\chi^2$	5.009	
	df	4	
	p-value	0.29	

Source: Authors own work, 2025.

Finally, 42.53% of respondents reported having sold clothing on second-hand fashion platforms. It is noteworthy that only 32.4% of sellers stated that they would not be willing to engage in live shopping, while 27% indicated that they would be willing to try it.

All figures are based on responses to the questionnaire, which are publicly available in the Zenodo database (Carvajal and Mayorgas, 2025).

### 4.3. Results of the Qualitative Analysis. Focus Group

Although many participants were aware of live shopping, they expressed a critical stance towards adopting this form of consumption. In particular, they highlighted its impulsive nature as a potential drawback (M4: ‘I would have to get used to it to consume it regularly because I find it very impulsive’). At the same time, participants acknowledged that live shopping may offer a more realistic representation of products compared to static images (H1: ‘not as much as photos, which are easier to ‘dress up’ the condition’).

The discussion addressed both motivations and barriers related to buying and selling second-hand items. The primary motivations for purchasing second-hand clothing were price and access to items that are no longer in production. Participants also expressed a preference for generalist platforms such as Vinted, due to the breadth of available products (H1: 'Vinted has a wider range of items'). From the sellers' perspective, second-hand platforms were perceived as a means of renewing one's wardrobe (M5: 'I sell on Vinted to get rid of what I don't use').

Logistical aspects were generally viewed positively, particularly the option of delivery to collection points. Participants highlighted the convenience and flexibility of this system, especially in relation to missed home deliveries (M2: 'I always prefer a collection point because there is a long period of time to pick it up and then deliver it, and there are many times when the package arrives at your home, you are not there, and it arrives two days later and you are still not there'). In addition, a favourable return policy was considered essential, particularly when purchasing clothing in different sizes, as it provides flexibility, reassurance and confidence for users (H1: 'When shopping online, if I'm really unsure, I buy both sizes and then return the one I don't want').

With regard to the viability of selling second-hand clothing through live shopping, participants perceived this combination as addressing a very limited niche. They suggested that, under current conditions, it offers few advantages for either buyers or sellers and would require specific incentives that are not presently in place.

## 5. Conclusions

After conducting both the qualitative and quantitative analyses, this study provides a broad and enriched overview of Spanish consumers' attitudes and behaviours towards second-hand fashion and the use of live shopping as a sales channel.

The initial descriptive analysis shows that knowledge of live shopping is not yet widespread among the Spanish population, with only 53.8% of respondents reporting familiarity with this format. This limited awareness directly affects overall perceptions of the channel, as 59.6% of respondents associate their lack of knowledge with feelings of mistrust. This mistrust extends not only to live shopping in general, but also to its application in the purchase of second-hand fashion.

Regarding the factors influencing decisions to purchase second-hand clothing, four key elements emerge, ranked in order of importance. The most significant factor is lower prices compared to new fashion, followed by access to discontinued or out-of-stock items, often resulting from fashion cycles and fast fashion dynamics. The third factor relates to the subjective importance attributed to the prior use of the product by another person. Finally, sustainability appears as the least influential factor in the decision-making process. This finding suggests that sustainability considerations may be underestimated, possibly due to a general lack of awareness regarding the environmental impact of the textile industry.

The quantitative data reinforce these conclusions by showing that a substantial proportion of non-buyers (55.6%) do not consider second-hand fashion as a viable option. This reluctance is mainly due to fears related to scams (25%), hygiene concerns (16.7%) and perceptions of poor quality or excessive pricing for second-hand items (18.5%). However, a particularly relevant finding emerges once live shopping is explained to participants: 72.2% of these non-buyers report that they would trust the product more if they could see it presented within a live shopping context. This result suggests that live shopping may hold untapped potential as a mechanism for building trust among hesitant consumers.

Nevertheless, the analysis also reveals clear limitations. Among regular buyers of second-hand clothing, 30.3% prefer to examine photographs at their own pace, while 9.1% are either unaware of or have not used live shopping for this type of purchase. These preferences restrict the penetration of live shopping within this segment. This interpretation is reinforced by the qualitative findings: although participants acknowledge the value of seeing garments in real time, the format is often perceived as overly impulsive, and no clear or specific benefits are identified for either buyers or sellers.

Furthermore, Pearson's correlation analysis (coefficient = 0.781;  $p > 0.05$ ) indicates that there is no statistically significant relationship between the frequency of second-hand purchases and engagement with live shopping. This suggests that an increased availability of live shopping alone would not necessarily lead to higher levels of second-hand purchasing.

From the sellers' perspective, 42.53% of respondents reported having sold clothing through second-hand platforms, and 27% stated that they would be willing to participate in live shopping, including

trying on garments during broadcasts. The primary motivations for selling second-hand clothing are wardrobe renewal and logistical convenience. In this regard, respondents highlighted a preference for delivery to collection points and flexible return policies, both of which contribute to greater peace of mind and confidence for consumers.

Overall, the findings indicate that the application of live shopping to second-hand fashion currently faces substantial challenges. These include limited user familiarity with the format and the consequent difficulties in terms of trust, usability and perceived value generation. Taken together, the results suggest that, at present, there is no sufficiently large market segment that evaluates this practice positively.

However, in the case of non-buyers of second-hand fashion, live shopping emerges as a potential confidence-building mechanism, addressing the principal barrier identified for this group when purchasing second-hand clothing online. From this perspective, live shopping can be considered a significant opportunity for the second-hand fashion market. This potential could be realised if live shopping were implemented through carefully designed information, communication and user experience strategies aimed at reducing uncertainty and increasing perceived trustworthiness.

Such an approach would require technical adaptation across platforms to ensure the smooth and accessible use of live shopping for both sellers and consumers. In addition, the implementation of favourable and flexible return policies would be essential to support consumer confidence and encourage adoption.

## 6. Discussion

The results obtained in this study allow for reflection on the emerging role of live shopping within the context of second-hand fashion in Spain, as well as on the factors that shape consumers' acceptance or rejection of this channel. The main contribution of this research lies in identifying a dual reality. On the one hand, live shopping is perceived by some users as a tool with the potential to generate trust, particularly among those who do not currently purchase second-hand goods. On the other hand, it continues to face significant challenges that hinder its consolidation as a leading sales channel in this sector.

In line with previous research on the digitalisation of retail, the findings confirm that unfamiliarity with a digital technology or channel negatively affects its acceptance (Pantano & Vannucci, 2019). In this study, 53.8% of participants reported being unfamiliar with live shopping, and 59.6% associated this lack of familiarity with a perception of mistrust. This result is consistent with the theory of diffusion of innovations (Rogers, 2003), which emphasises that perceived risk and the absence of positive references act as barriers to the adoption of new technologies.

The study further highlights that the most common barriers to purchasing second-hand fashion remain rooted in traditional factors, such as fear of fraud, concerns about hygiene and doubts regarding product quality, in line with previous research (Guiot & Roux, 2010). However, a particularly relevant finding is that 72.2% of non-buyers reported that they would trust products more if they could see them through live shopping. This result suggests that the format may function as a lever of trust, especially in the context of second-hand fashion, which requires a higher degree of visual and narrative transparency regarding product condition.

However, this potential opportunity is tempered by the fact that regular consumers of second-hand fashion show less interest in live shopping, perceiving it as overly impulsive and misaligned with their established purchasing habits. The preference for more leisurely formats, such as carefully viewing photographs, together with the low level of use or awareness of live shopping among this group, points to both cultural and functional resistance. These factors must be taken into account by platforms seeking to promote this tool within the second-hand fashion market.

Furthermore, the absence of a significant correlation between the frequency of second-hand purchases and engagement with live shopping content (Pearson's coefficient = 0.781;  $p > 0.05$ ) suggests that the mere incorporation of this channel is unlikely to alter existing behavioural patterns. This finding indicates that a more comprehensive approach is required, combining technological implementation with communication strategies and digital education initiatives, in line with research on omnichannel retailing and customer experience management (Verhoef et al., 2015).

From the seller's perspective, the fact that 27% of respondents expressed a willingness to participate in live shopping, including trying on garments, reveals a predisposition that could be leveraged to

humanise and energise the buying and selling experience. Nevertheless, as reflected in the qualitative testimonials, this willingness is conditional upon the presence of clear incentives, adequate technical infrastructure and, above all, logistical guarantees. In this respect, flexible return policies and hybrid formats that offer greater convenience emerge as essential elements for encouraging seller participation and ensuring the viability of live shopping in the second-hand fashion context.

In summary, although the current market does not yet exhibit a mature ecosystem that broadly values live shopping within the second-hand fashion sector, this study identifies a niche opportunity primarily centred on non-buyers. The implementation of targeted strategies aimed at this segment could facilitate greater channel penetration, provided that trust-related barriers are effectively addressed and a consistent, satisfactory user experience is ensured.

Live shopping should therefore be understood not as an isolated solution, but as a potential catalyst within a broader strategy designed to promote more conscious, accessible and reliable consumption of second-hand fashion.

Finally, it would be valuable to extend this line of research by enlarging the sample size, thereby enabling the results to be generalised to a wider population of Internet users and second-hand fashion consumers.

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