

# Online Second-Hand Shopping. Threat or Opportunity for Branded Products?



Masters Thesis from the year 2014 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 1,7, University of Munster, language: English, abstract: The internet has provided fertile ground for turning the traditional niche activity of second-hand shopping into a mass phenomenon. Various successful

consumer-to-consumer-platforms such as eBay.de facilitate the exchange of second-hand goods for both resellers and buyers, with branded products being especially popular. This development has fostered concerns from brand manufacturers. They fear that second-hand offerings pose a threat to brand perceptions. However, this assumption has yet not been verified empirically and constitutes a research gap in the marketing literature. The research aim of this thesis is thus to investigate whether the degree of availability of second-hand products affects consumer brand perceptions while taking into account the possible moderator effects of product type and price. Specifically, the effects on brand image, perceived quality, and perceived prestige are examined. Our conceptual framework is based on a combination of theoretical findings relating to second-hand products, brand perceptions and limited product availability. Moreover, it is supplemented through insights from related fields such as price promotions and counterfeits. After having pre-tested the stimuli for product type and price, a final quantitative online survey was carried out that yielded a total of 561 usable responses. Due to the study's experimental design and existence of multiple dependent variables, multivariate and univariate analysis of variance were employed to analyze the data. Our findings suggest that....

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Action Lever Action Single Shot Semi-Automatic Over-Under Side By Side Bolt Action Ammo Rifle Handgun Shotgun Rimfire Promo Slugs Blanks Magazines High Capacity Standard Optics Binoculars Flashlights / Batteries Night Vision Optical Accessories Rangefinder Scope Mounts Scopes Sights / Lasers / Lights Spotting Scopes Thermal Optics Knives Fixed Blade Folding Knife Accessories Utility Parts & Gear Accessories Airguns Barrels / Choke Tubes Books / Software Cleaning Equipment Clothing Conversion Kits Decoys Electronics Game Calls Grips / Pads / Stocks Hard Gun Cases Holsters Non-Lethal Defense Parts Pistol Cases Racks Reloading Equipment Safes / Security Safety / Protection Scent Cover Slings / Swivels Soft Gun Cases Steel Targets Survival Supplies Targets Tools Upper Receivers HANDGUNS IN STORE REVOLVER SEMI AUTO SHOTGUNS IN STORE PUMP ACTION PRODUCT SEARCH IN FOR GO MANUFACTURERS The largest inventory from hundreds of manufacturers! Shop By Manufacturer STORE HOURS Monday - Friday 9-5 Saturday - 9-1 Sunday - Closed source: imgur.com Gun Dealer Logo Featured Items . Thank you for visiting The Outdoor Store! A member of the National Firearms Dealer Network © 2016 all rights reserved [ MEMBER LOGIN ] Connect with us Contact us (715) 273-5250 Email for fastest service Go to checkout

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**Marketing Teacher** For example, life style advertising used in the West rarely works in the East, Since markets are flooded with new and very often unknown products, brands must not if products are on the shelf buy less frequently and visit modern shopping **Now You Can Do Your Thrift Shopping Online, And Its About Time** Contents. Summary. 1. Is online retail a threat or an opportunity? 2. . products on social media and shop online. have got used to shopping online and companies have got better at . Known brands and the availability of different payment. **NEW Online Second-Hand Shopping. Threat or Opportunity for** Skickas inom 2-5 vardagar. Kop Online Second-Hand Shopping. Threat or Opportunity for Branded Products? av Daria Brake hos . **Emerging Trends, Threats and Opportunities in International - Google Books Result** Pris: 479 kr. haftad, 2014. Skickas inom 5?7 vardagar. Kop boken Online Second-Hand Shopping. Threat or Opportunity for Branded Products? av Daria Brake **Online Second-Hand Shopping. Threat or Opportunity for Branded** May 23, 2013 It used to be that a luxury buying experience involved dressing up and Youd feel proud to exit the shop with your branded shopping bags and what new products are available, and giving them an opportunity to purchase them with ease. More so consumers preferred the online shopping experience. **Having It Their Way: The Big Opportunity In Personalized Products** Online Second-Hand Shopping. Threat or Opportunity for Branded Products? - Daria Brake - Masters Thesis - Communications - Public Relations, Advertising, **Online Second-Hand Shopping. Threat or Opportunity for Branded** Online Second-Hand Shopping. Threat or Opportunity for Branded Products? juz od 238,94 zl - od 238,94 zl, porownanie cen w 1 sklepacz. Zobacz inne **Online Second-Hand Shopping. Threat or Opportunity for Branded** Understanding the 8 product opportunity types is critical to finding the perfect to helping you identify great product and niche opportunities to sell online. Differing from the previous method, building a brand means also building an audience. Example: Jonathan Snook, an expert in web design and development used **Online Second-Hand Shopping. Threat or Opportunity for Branded** But on the other hand, many manufacturers have overreacted to the threat posed Second, manufacturers of brand-name products can temper the challenge . Private-label sales have also increased in categories such as clothing and beer. have the time, opportunity, or ability to inspect alternatives at the point of sale. **online retail threat or opportunity for shopping centers** Lets consider two examples of firms now pursuing opportunities in their respective Recently, Target opened its first store in East Harlem, New York. are examples of these tailored products.19 Seeing an opportunity that is created by are a threat to storefronts such as Borders and perhaps to used-book sellers as well. **Brands Versus Private Labels: Fighting to Win** Dec 14, 2016 The United States is now the second largest market for consumer offset deceleration in one of the industrys hallmark products? centers of affluence will influence how those technologies are used for commerce. opportunities for commerce that dont exist today will require brands to . Online store. SWOT stands for strengths, weaknesses, opportunities, and threats. The tool can be used in conjunction with other tools for audit and analysis, such you behave as a consumer and take a look at the eight types of online shoppers. .. weak group influence for product selection, strong group influence for brand selection. **Online Second-Hand Shopping. Threat or Opportunity for Branded** Threat or Opportunity for Branded Products? by Daria Brake - Paperback the traditional niche activity of second-hand shopping into a mass phenomenon. **Mergers, Acquisitions, and Other Restructuring Activities: An - Google Books Result** Clothing is not an obvious product for etailing. First, of Both shoppers and suppliers are used to home delivery channels for clothing. The website enables small, independent brickandmortar boutiques to compete with the dominant brands in the One of the main threats of online retailing to offline clothes retailing is **9783656712497 - Brake, Daria - Online Second-Hand Shopping** Online Second-Hand Shopping. Threat or Opportunity for Branded Products? Masters Thesis from the year 2014 in the subject Communications - Public **Understanding Business Strategy Concepts Plus - Google Books Result** SWOT analysis could be used to identify opportunities and threats for . Opportunity Threat Strengths To be perceived by Internet users as the preferred online department store to exploit accelerating online retail sales Brand and fulfillment Weaknesses products (e.g., books) Inadequate warehousing **Online Second-Hand Shopping. Threat or Opportunity for Branded**

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