

Relationships Among Dimensions of Online Second-Hand Shopping, Satisfaction, and Repurchase Intention

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ABSTRACT

The purpose of this study is to examine the relationships among dimensions of online second-hand shopping, customer satisfaction, and repurchase intention. Responses obtained from 608 Indian online second-hand shoppers show that the dimensions of online second-hand shopping such as price, website quality, nostalgia, and brand image influence customer satisfaction. In addition, customer satisfaction positively affects repurchase intention. Findings of the present study provide intuitive guidelines for online second-hand marketers in approaching emerging markets through effective online shopping strategies.

KEYWORDS

India, Online Second-Hand Shopping, Online Shopping, Repurchase Intention, Satisfaction

INTRODUCTION

E-commerce research has gained momentum among academicians and practitioners over the past few years. Online second-hand retail market is the most interesting expansion of e-commerce industry (Belk, Sherry, and Wallendorf, 1988; Roux and Guiot, 2008; Sherry, 1990a; Soiffer and Herrmann, 1987). It provides huge opportunities for sellers and buyers. Buyers are able to compare products through online platform and sellers are able to post advertisements online and communicate easily with the prospective buyers (Kamoun and Halaweh, 2012; Kumar, Sikdar, and Alam, 2016; Sherry, 1990b).

Globally, online second-hand retail market is spearheading. In India, online second-hand retail industry has been growing over the past years (Snigdha, 2016). For example, Indian households have progressed dealing with second-hand goods worth of 1, 15, 000 crore in 2015 from 60,000 crore in 2011 (Chitra, 2014). Today's economic condition fuels the demand for purchasing second-hand products. Importantly, middle and lower income people buy second-hand products to satisfy their needs in a cost-effective manner. People who count on time and money are the most prospective buyers to engage in second-hand shopping (Kwon and Lennon, 2009; Williams and Paddock 2003). However, customer retention stands as a major concern for online retailers and sellers who wish to develop and maintain customer relationships (Sharkey, Scott and Acton, 2010). Customer retention is four times profitable than acquiring a new customer (Fang, Chiu, and Wang, 2011). Hence, it is crucial to determine the key factors that affect customer's intention towards repeat purchase of second-hand products.

Thus, the purpose of this study is to examine the effect of online second-hand shopping dimensions on customer satisfaction and customer retention. Specifically, this study aims to test the relationships

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between price, website quality, nostalgia, and brand image on customer satisfaction and effect of customer satisfaction on customer retention. The rest of the paper is structured as follows. The next section provides hypotheses development followed by research methodology. Finally, we present discussion, implications and future research directions.

Hypotheses Development

This study hypothesizes that price, website quality, nostalgia and brand image have a positive influence on customer satisfaction and customer satisfaction will positively affect customer retention. Customer retention refers to the probability that a customer will continue to purchase second-hand products from the same website in future (Chiu et al., 2012). Figure 1 shows the research model of the study.

Price

Price represents a sum of money that customers give to acquire a particular product (Zeithaml, 1988). Customers use price as a quality-signalling cue that indicates “you get what you pay for” (Erickson and Johansson, 1985). Customers have a propensity to compare the prices and then adopt the one which suits their situation (Abu-shamaa et al., 2016; Bojanic, 1996; Kim et al., 2012; Yoon, et al., 2014). In online second-hand consumption, price is the most influencing dimension as many rare products are available for lesser price. Fair price strategy helps the second-hand sellers to attract buyers and achieve buyers’ satisfaction. Therefore, we hypothesize that

H₁: There is a positive relationship between price and customer satisfaction.

Website Quality

Website quality refers to the extent to which it presents sufficient and relevant information about the products being promoted (Law and Bai, 2008). Website plays a major role in online retail industry because it is the only way to communicate with the customers (Chang and Chen, 2008). It’s a platform for efficient and effective information and services (Yates, 2005). Online retailers must pay attention to website design to ease customer search for information and payment. Poor website design may lead to less chance of customers’ repeat purchase (Lin, 2008). Online shoppers will tend to repurchase if a particular website has greater functionality (Maamar et al., 2009). Hence, we hypothesize that

H₂: There is a positive relationship between website quality and customer satisfaction.

Nostalgia

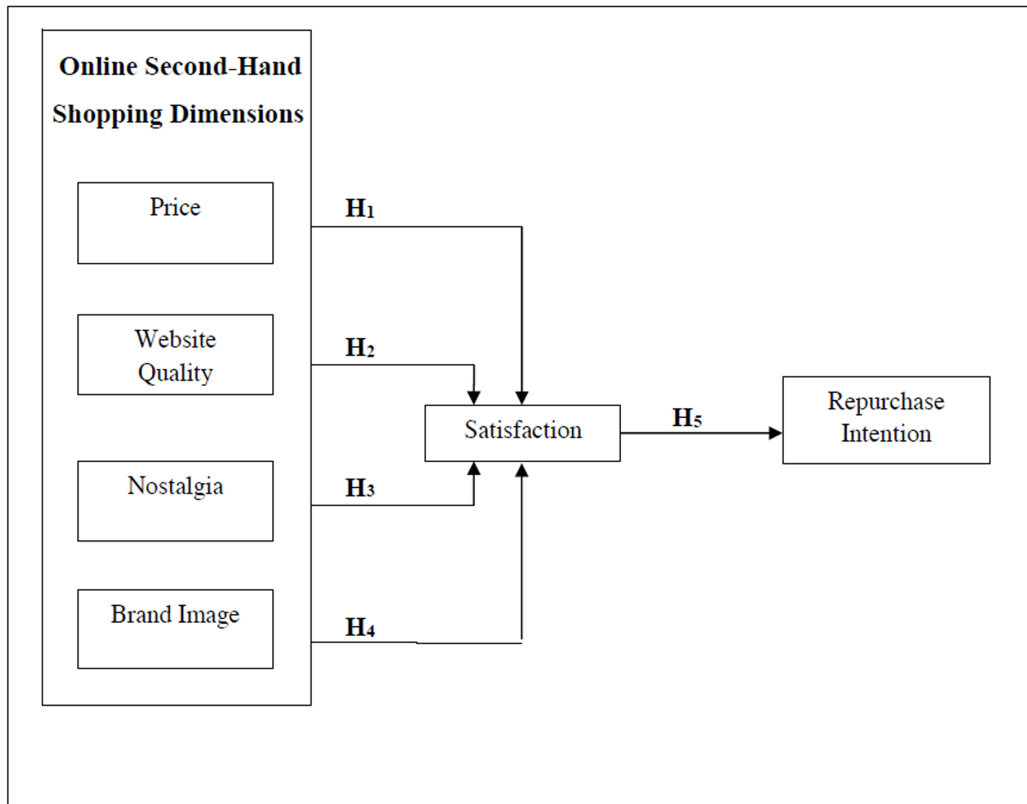
Belk et al., (1989) explain second-hand shopping as a way of obtaining exclusive products. Online second-hand market stimulates the consumers by offering exclusive recreational provisions (Leonard-Barton, 1981; Stone, Horne, and Hibbert, 1996). Consumers who tend to have a high return on their income prefer online second-hand shopping (Williams and Paddock, 2003). In addition, people who look for unique and old objects adopt second-hand shopping (Gregson and Crewe, 1997; Kopytoff, 1986). In short, online second-hand shopping is the method of interlinking hedonic and economic phases (Bardhi and Arnould, 2005; Sherry, 1990a). Therefore, we hypothesize that,

H₃: There is a positive relationship between nostalgia and customer satisfaction.

Brand Image

Brands have a major role to play while making a purchase decision (De Chernatony and McDonald, 2003; Keller, 2007). Brand image enables sellers to generate more profit by attracting more number

Figure 1. Research Model



of customers (Delgado and Hernández, 2008; Rubinstein and Griffiths, 2001). Many studies find a positive relationship between brand image and customer satisfaction (eg., Hahn and Kim, 2009; Ibeh et al., 2005). As sellers advertise branded second-hand goods (Liu, Eng and Sekhon, 2014), we hypothesize that

H₄: There is a positive relationship between brand image and customer satisfaction.

Satisfaction

Satisfaction is an affective state that emerges from emotional reaction to a particular product or service experience (Spreng, MacKenzie, and Olshavsky, 1996). In this study, satisfaction is an evaluation and fulfilment of performance based on prior experience with online second-hand shopping (Hellier et al., 2003; Jones, Mothersbaugh, and Beatty, 2000). Previous empirical findings indicate that satisfaction positively influence customers' repurchase intention (Anderson and Sullivan, 1993; Fornell, 1992; Patterson and Spreng, 1997; Selnes, 1998). Further, online purchase satisfaction increases repeat purchase behaviour (Amoroso and Ogawa, 2013; Anderson and Srinivasan, 2003). Hence, we hypothesize that

H₅: Customer satisfaction will have a positive influence on repurchase intention.

METHODOLOGY

Sample and Data Collection

To empirically test the model proposed in Figure 1, we collected data from online second-hand shoppers. Questionnaire was posted with hyperlink on a number of relevant Facebook pages. Customers with online second-hand shopping experience were invited to participate in the survey. The returned questionnaires were screened for usability and as a result 608 responses were found to be complete and valid for data analysis.

Measurements

To ensure content validity, all the items were adopted from existing literature. Items for measuring price, nostalgia, website quality, brand image, customer satisfaction, and repurchase intention were adapted and modified from Guiot and Roux (2010); Min et al., (2009); Pappas et al., (2014); Roux, and Guiot, (2008). All the items were measured on a five-point Likert scale ranging from 5 'strongly agree' to 1 'strongly disagree'. Demographic profile of the respondents including gender, age, education, occupation, income and experience in online second-hand shopping were also captured. Table 1 presents the demographic profile of the respondents. Table 5 in Appendix A lists the items.

ANALYSIS AND RESULTS

Exploratory Factor Analysis

An exploratory factor analysis (EFA) using varimax rotation was performed on the dimensions of online second-hand shopping to identify the underlying factor structure. We deleted certain items based on factor loadings ($<.5$), cross loadings ($<.4$) (Hair et al., 1998) and reliability ($<.7$) (Nunally, 1978). Final EFA resulted in 76.9% of the total variance with four factors. The items had communalities ranging from 0.66 to 0.84 with each item loaded strongly on one factor. Cronbach's alpha for each construct was calculated to ensure internal consistency among the items. Alpha for Price = 0.91, Website Quality = 0.92, Nostalgia = 0.90, Brand image = 0.85, customer satisfaction = 0.93, repurchase intention = 0.93 and combined reliability was high enough with alpha value as 0.96. All the alpha values were above 0.7 and thus exceeded the cut-off value recommended by Nunally (1978).

Measurement Model

We evaluated measurement model based on reliability, convergent and discriminant validity using Smart PLS 3.2.6. First, reliability was examined using composite reliability (CR) values. Results showed that the values of CR range from 0.90 to 0.95, exceeding the threshold value of 0.7 (Hair et al., 1998), confirming construct reliability. Second, convergent validity was tested using two criteria: indicator loadings and average variance extracted (AVE). The results showed that all the factor loadings exceed 0.7 and the AVE values range from 0.70 to 0.80, indicating that convergent validity is achieved (Table 2). Third, discriminant validity was tested using the criteria mentioned by Fornell & Larcker (1981) that the square root of AVE should be greater than all the inter-construct correlations. The results indicated that square root of AVE is greater than inter-construct correlations and thus discriminant validity is achieved (Table 3).

Structural Model

Given a valid and reliable measurement model, we evaluated the inner model by employing bootstrapping. The results of structural model indicated that all the four dimensions of online second-hand shopping significantly predict customer satisfaction, supporting H_1 , H_2 , H_3 , and H_4 . Further, customer satisfaction has significant positive effect on repurchase intention, supporting H_5 ; Table 4 shows structural model results.

Table 1. Demographic Profile (N = 608)

Demographic Questions	N	%
Gender		
Male	313	51.5
Female	295	48.5
Age		
Less than 20 years	180	29.6
21-30 years	383	63.0
31-40 years	35	5.8
41-50 years	5	0.8
51-60 years	5	0.8
Education		
Undergraduate	205	33.7
Post-graduate	107	17.6
Others	296	48.7
Occupation		
Private sector	132	21.7
Public sector	94	15.5
Student	312	51.3
Business	68	11.2
Others	2	0.3
Income per annum		
0 - 5 lakhs	559	91.9
5-10 lakhs	25	4.1
10-15 lakhs	21	3.5
15-20 lakhs	1	0.2
More than 20 lakhs	2	0.3
Online shopping		
Yes	608	100.0
No	0	0
Experience in buying second-hand products online		
1 year	272	44.7
1-3 years	322	53.0
more than 3 years	14	2.3
No. of products bought		
1 product	276	45.4
1-3 products	307	50.5
3-6 products	22	3.6
6-9 products	2	0.3
more than 9 products	1	0.2
Type of products		
Electronics	403	66.3
Furniture	92	15.1
Two-wheeler	40	6.6
Four-wheeler	23	3.8
Home appliances	45	7.4
Others	5	0.8
Website		
OLX	386	63.5
QUIKR	124	20.4
VIT second-hand emarket	25	4.1
Others	73	12.0

Table 2. Measurement model results

Constructs	Items	Loadings	p Value	Alpha	AVE	Composite Reliability
Price	PR1	0.88	***	0.91	0.78	0.93
	PR2	0.90	***			
	PR4	0.88	***			
	PR5	0.88	***			
Nostalgia	NT1	0.83	***	0.90	0.78	0.93
	NT2	0.88	***			
	NT3	0.91	***			
	NT4	0.90	***			
Website Quality	WQ3	0.86	***	0.92	0.80	0.94
	WQ4	0.91	***			
	WQ5	0.91	***			
	WQ6	0.90	***			
Brand image	BR2	0.83	***	0.85	0.70	0.90
	BR3	0.86	***			
	BR4	0.85	***			
	BR5	0.80	***			
Satisfaction	ST1	0.84	***	0.93	0.79	0.95
	ST2	0.89	***			
	ST3	0.92	***			
	ST4	0.90	***			
	ST5	0.89	***			
Repurchase Intention	RP1	0.89	***	0.93	0.79	0.95
	RP2	0.91	***			
	RP3	0.90	***			
	RP4	0.88	***			
	RP5	0.85	***			

Table 3. Discriminant Validity

Constructs	1	2	3	4	5	6
Price	0.88					
Nostalgia	0.51	0.88				
Website Quality	0.64	0.58	0.90			
Brand image	0.58	0.54	0.63	0.83		
Satisfaction	0.64	0.60	0.79	0.67	0.89	
Repurchase Intention	0.67	0.58	0.64	0.66	0.74	0.89

Note: The diagonal elements are the square root of AVE & the off-diagonal elements are the values of inter-construct correlations

Table 4. Structural model results

Hypothesized paths			t-value	p-value	Hypotheses
Satisfaction	<--	Price	2.98	0.003	Accepted
Satisfaction	<--	Website Quality	10.79	***	Accepted
Satisfaction	<--	Nostalgia	3.64	***	Accepted
Satisfaction	<--	Brand image	6.06	***	Accepted
Repurchase Intention	<--	Satisfaction	34.47	***	Accepted

*** statistically significant at $p < 0.001$

DISCUSSION AND IMPLICATIONS

Despite numerous researches on online shopping, only few studies have examined factors influencing customers' online second-hand repurchase intention (Roux and Guiot, 2008). This research has contributed to online second-hand retail literature in two ways. First, this study has developed and tested a model containing the relationships among dimensions of online second-hand shopping, customer satisfaction, and repurchase intention. Second, to the best of our knowledge, this is the first study to identify factors influencing online second-hand repurchase intention in the context of Indian online second-hand retailing.

The results of the study showed that price significantly affects satisfaction, supporting H_1 . This is in line with previous studies in which price predicts online customer satisfaction (Williams and Paddock, 2003). Price refers to fair pricing of products that sellers quote in online second-hand platform. Next, we found positive impact of website quality (H_2) on satisfaction, which is consistent with previous studies. For instance, Chen et al., (2010) and Liu et al., (2000) find that website functionality improves customer satisfaction. Website quality enables customers to search for products easily and to transact safely. Significant positive effect of nostalgia on satisfaction (H_3) reveals that customers choose online second-hand market to buy unique and antique products. Finally, we found positive effect of brand image on customer satisfaction (H_4). Selling branded second-hand goods under various product categories lure the buyers to purchase the product and improve satisfaction levels. Further, this study found a positive and significant effect of satisfaction on repurchase intention (H_5). Increased levels of satisfaction make the customers to repurchase products in future.

The study provides certain practical implications for online second-hand retailers. The positive effect of online second-hand shopping dimensions on customer satisfaction indicates that customers get satisfaction from e-commerce websites when they find antique products, effective user interface of websites, comparable and reasonable pricing, and branded products. This implies the retailers to encourage sellers to post vintage products and branded goods that are reasonably priced. It is important for retailers to have appealing website design. Specifically, online retailers can constantly update their website and adapt user-friendly design for easy search of products and safe transaction to improve customer satisfaction levels. They can include unique and old products in the product portfolio to attract nostalgic customers. They can encourage sellers to advertise branded second-hand products with a rational price to attract more buyers and to satisfy their needs on second-hand shopping.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

This research has certain limitations. First, the hypothesized relationships were tested using a cross-sectional research design. To enhance the generalizability of the findings, longitudinal research should be used by future researchers to test the research model. This study is based on Indian population and future studies can use data from other culture to generalize the findings. Second, other variables such

as bargaining power, convenience, and personality can also be studied as antecedents of customer satisfaction. Third, future studies can examine other customer outcome variables such as cross-buying, impulse buying, and word-of-mouth communication (Agag and Masry, 2016; Kuo et al., 2012; Li, Browne, and Wetherbe, 2006; Samuel, Balaji and Wei, 2015). Finally, this study tested the effect of dimensions of online second-hand shopping on satisfaction and effect of satisfaction on repurchase intention. Future studies can determine the mediating effect of satisfaction between online second-hand shopping dimensions and repurchase intention.

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APPENDIX

Table 5. Items used in the Questionnaire

S.no	Measurement items
1.	Price (Roux and Guiot, 2008; Guiot and Roux, 2010)
	By shopping second-hand, I feel I'm paying the right price for things
	I can afford more things because I pay less in second-hand
	It's often not worth paying more to get something new*
	I don't want to pay more for a product just because it's new
	One can have more things for the same amount of money if one buys second-hand
2.	Website Quality (Gehrt et al., 2012)
	My online second-hand shopping website is user-friendly*
	My online second-hand shopping website is easy to access*
	My online second-hand shopping website is easy to search for products
	I like the functionality of my second-hand shopping website
	My second-hand shopping website performs effectively
	I like the features of my second-hand shopping website
3.	Nostalgia (Roux and Guiot, 2008; Guiot and Roux, 2010)
	I'm much more attracted by old things than by new things
	I like buying second-hand objects because I find them authentic
	I love buying second-hand objects because they evoke the past
	Above all, I buy second-hand articles because they're old and have a history
	I like buying second-hand mainly for old objects*
4.	Brand (Alam, 2015)
	I tend to buy a second-hand product if it is a recognized brand*
	I'm willing to pay a higher price if the second-hand product is a well-known brand
	I'm more interested in buying branded second-hand products
	Second-hand product's age does not matter if it is a well-known brand
	Brand name is an important factor for me in second-hand product purchase
5.	Satisfaction (Pappas et al., 2014)
	I am satisfied with online second-hand shopping
	I am pleased with online second-hand shopping
	I feel fulfilled by shopping second-hand products through online
	I feel that second-hand shopping through online is satisfactory
	My feeling with second-hand shopping through online is good
6.	Repurchase intention (Pappas et al., 2014)
	I will continue using online platform for shopping second-hand products in the future
	I have a strong intention to go for online second-hand shopping in the future
	I will regularly use online platform for buying second-hand products in the future
	My intention to buy second-hand products through online is high
	If I were to buy second-hand products, I would consider buying it from an online platform

*removed based on poor loadings

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