

Effect of Online Second-Hand Shopping Experience on Repurchase Intention: Evidence From Indian Shoppers

Murali Swapana, VIT Business School, Vellore Institute of Technology (VIT), Vellore, India

Chandrasekaran Padmavathy, VIT Business School, Vellore Institute of Technology (VIT), Vellore, India

ABSTRACT

Research on online shopping experience has been studied intensively over the past years. However, there are only few studies related to online second-hand shopping experience. The present study aims to investigate the effect of online second-hand shopping experience on trust, attitude, and repurchase intention. The results indicate that online second-hand shopping experience has a significant and positive effect on attitude, trust, and repurchase intention. Attitude and trust also have a positive influence on repurchase intention. This study provides implications to second-hand e-retailers to develop marketing strategies to retain the existing customers.

KEYWORDS

Customer Attitude, Customer Trust, India, Online Shopping Experience, Repurchase Intention, Second-Hand

INTRODUCTION

In recent years, the dynamics of shopping patterns have been changing. Customers are so passionate towards buying products through e-commerce portals. People have shifted their shopping patterns from brick-and-mortar to online stores due to its varied advantages (Dholakia and Uusitalo, 2002). Products such as electronics, furniture, apparel, and home appliances are certain product categories that fascinate online buyers and attract huge profits to an online retailer (Overby and Lee, 2006). However, online retailers face many challenges to gain competitive advantage and sustain in the business (Papatla, 2011). Understanding and meeting customer expectations is crucial to e-retailers (Sheth, Sisodia, and Sharma, 2000). Measuring the effect of customer's online shopping experience is pivotal to understand customer expectations and to develop and maintain customer relationships in online platform, since poor online customer experience can generate a loss of 24 per cent of online revenue (Econsultancy, 2011). Hence, e-retailers have to focus on providing a positive online shopping experience in order to survive in today's competitive online shopping environment.

Similar to online shopping, online second-hand shopping is highly booming in India (Singh, 2016). The rise of online second-hand shopping is increasing drastically because of expediency and cheaper rates. It attracts a large customer base by enabling customers to even dispose products respectably

DOI: 10.4018/IJABIM.2018100103

Copyright © 2018, IGI Global. Copying or distributing in print or electronic forms without written permission of IGI Global is prohibited.

and still earn profit. Many studies have analysed the concept of online shopping experience in various contexts (e.g., Miyazaki and Fernandez, 2001; Zhou et al., 2007; Bilgihan, Kandampully and Zhang, 2016), only a few research have been conducted on examining the significance of online shopping experience in second-hand context. For instance, few researches have studied factors that motivates the customer to shop second-hand products offline (e.g., Guiot and Roux, 2010; Roux, and Guiot, 2008); few studies on customer initial trust towards online second-hand products (e.g., Lee and Lee, 2005); and few scholars have considered online second-hand business from seller's point of view (e.g., Turunen and Leskinen, 2015). Most of these studies have examined pre-purchase behaviour and motivating factors of online-second-hand consumers. There is a pressing need to investigate the post-purchase behaviour on online second-hand shoppers. Moreover, consumer behaviour often varies between new product and used goods consumption (Anderson and Ginsburgh, 1994). Most of the studies on second-hand shopping are based on developed countries, research on developing countries like India is essential (Kim, Ferrin, and Raghav Rao, 2009).

Hence, this study aims to address the above research gaps by testing the effect of shopping experience on customers' outcome variables. Specifically, this study examines the impact of online second-hand shopping experience on customer's attitude, trust and repurchase intention. The rest of the paper is divided as follows. The next section presents brief review of literature and develops hypotheses. We then present research methodology followed by discussion of findings and implications. Finally, the last section outlines the limitations of the present study and future research directions.

REVIEW OF LITERATURE

Online Shopping Experience

Online shopping has become the topmost activity among internet users (Bigne et al., 2008) and is attaining a popular growth, especially in India (Khare and Rakesh, 2011). According to Comscore (2013), India has the largest population of internet users and more than 100 million users opt for online shopping. As this figure keeps rising every year, online shoppers are becoming more than the number of internet users. This indicates that more users take privilege by shopping online (Farag, Schwanen, Dijst, and Faber, 2007) due to its enormous benefits. For instance, shoppers can buy products/services 24/7 through online and this enables customers to buy the products anytime at anywhere (Ling, Chai, and Piew, 2010). There are also other gains of online shopping such as time saving and comparison of prices with other sellers within a same e-commerce portal as well as other competitive e-commerce companies. In addition, customers can easily track their products, avail discounts, return and get refunds, and buy products from foreign market (Wu, Chen, Chen, and Cheng, 2014). Nevertheless, delivering positive online shopping experience is crucial to an online business firm (Khalifa and Liu, 2007). E-retailers need to implant positive online shopping experience to gain customer loyalty.

Most of the scholars believe that user-friendliness and visual efficiency of online shopping websites bestow best shopping experience (Wolfenbarger and Gilly, 2003). While it is true to some extent, online shopping experience also consist of other factors like interactivity, fun, reliability, accessibility, compatibility, and playfulness (Soopramanien, 2011). All these factors compose the process of online shopping and thus inculcating these variables can evoke a positive online shopping experience. Second-hand shopping is the process of purchasing the products that are already used by other people. Recent statistics show that online second-hand shopping continues to flourish at a higher rate (Ferraro, Sands, and Brace-Govan, 2016). The success rate of second-hand business relies on the availability of rare and quality products at cheaper rates. Online second-hand shopping is growing drastically as it enables people to purchase goods that are not easily available in the primary market (Sihvonen and Turunen, 2016). In simple words, obtaining an antique or rare product without searching physically from shop to shop is the reason behind its growth. Olx, Quikr, and eBay are the most popular online second-hand websites in India that allows people to buy and sell second-hand products through online.

HYPOTHESES DEVELOPMENT

Effect of Online Second-Hand Shopping Experience on Customer Attitude

Existing literature shows that customer experience is an important antecedent that effect the level of customer attitude (Sivadas and Baker, 2000). Customer experience consists of customer perception, information quality, website design, transaction processing, and convenience which influence customer attitude (Koo and Ju, 2010; Lee and Lin, 2005). Among the factors, convenience and website design are the most influencing factors in predicting online customer attitude (Srinivasan, Anderson and Ponnnavolu, 2002). Several studies show that user experience influences attitudes towards websites and brands (e.g., Fang et al., 2014; Kim, Ferrin, and Raghav Rao, 2009). Based on the above findings, we hypothesize that:

H₁: Online second-hand shopping experience is positively related to customer attitude.

Effect of Online Second-Hand Shopping Experience on Customer Trust

Though online second-hand shopping provides a greater comfort to online shoppers, the usual purchasing process is quite a change in second-hand. This creates a deep concern regarding customer trust in the shopping process. The entire process of online shopping starting from information search to purchase decision relies completely on customer trust (Gounaris, 2005).

Customer trust does not simply rely on the outline process rather, it requires very positive experiential aspects (Eid, 2011). Marketers need to make and maintain the instruments that can magnify the online shopping experience of the customers so as to develop customer trust (Park, Hill, and Bonds-Raacke, 2015). This phase mainly involves easy flow of purchasing process with an emphasis on quality and reliability. Based on the above arguments that positive online shopping experience helps the customers to develop trust towards the company, we hypothesize that:

H₂: Online second-hand shopping experience is positively related to customer trust.

Effect of Online Second-Hand Shopping Experience on Customer Repurchase Intention

Many studies have been conducted on identifying factors behind the formation of online repurchasing intention. Specifically, Van Schaik and Ling (2008) reveal that shopping experience based on website quality is the most influential factor in predicting customer repurchase intention. In addition, personal experience is also important for customers for repurchasing (Sun, Zuo and Kong, 2017). Coverdale and Wilbon (2013) examine that online shopping experience positively influences the intention to repurchase and recommend to other shoppers. Prior positive online shopping experience strengthens online customer repurchase intention (Bridges and Florsheim, 2008; Hwang, 2010). As customer intention to repurchase increases along with positive online shopping experience (Giannakos, Pateli and Pappas, 2012; Liu, 2016), we hypothesize that:

H₃: Online second-hand shopping experience is positively related to customer repurchase intention.

Effect of Customer Attitude on Customer Repurchase Intention

Customer attitude is the prominent factor of today's business world, particularly in e-commerce industry since rewarded customers are the ones to go for repeated purchasing (Hellier et al., 2003). Wu (2003) finds a positive relationship between customer attitude and online shopping. Relationship between customer attitude and customer repurchase intention is stronger in online than offline. Specifically, a sense of pleasure and perception are the major leads in generating customer attitude in

online shopping platform (Jayawardhena, 2004). Customer attitude also influences customer loyalty (Anderson and Srinivasan, 2003) since retaining loyal customers is very important for e-commerce industries. As attitude stands as an influential factor for influencing customer repurchase intention in online shopping (Sorce, Perotti and Widrick, 2005), we hypothesize that:

H₄: Customer attitude is positively related to customer repurchase intention.

Effect of Customer Trust on Customer Repurchase Intention

Trust is a significant factor that helps in encouraging people to be engaged in a particular action (Safa and Ismail, 2013; Srivastava, Singh, and Srivastava, 2013). Several studies have assessed the effect of online trust on customer repurchase intention from various perspectives such as technological, behavioural, psychological, and economic approaches (Kirs and Bagchi, 2012). For instance, online customer trust stands as the immediate upshot involving any commercial exchanges and monetary transaction (Koh and Sundar, 2010). Customer trust based on security and safety of transaction increases repurchase intention. In addition, it inculcates confidence in customer mind in the process of online shopping, which in turn influence repurchase behaviour. Therefore, formation of customer trust is vital to maintain and develop customer relationships in the long-term and to engage them more in online transactions (Beldad, de Jong and Steehouder, 2010). Hence, we hypothesize that:

H₅: Customer trust is positively related to customer repurchase intention.

METHODOLOGY

Sample and Data Collection

We collected data from online second-hand shoppers to empirically test the hypotheses. A self-completion questionnaire was mailed and posted on number of Facebook pages. The respondents were instructed to answer all the questions according to their experience in online second-hand shopping. Among the returned questionnaires, 700 responses were found to be useful for data analysis after exclusion of incomplete responses.

Measurements

To measure online second-hand shopping experience 8 items were adapted from Chen and Chang (2003). To measure customer attitude, items were adopted from (Zhou, Dai and Zhang, 2007; Mamoun, Mutaz and Al-Debei, 2015; Mutaz et al., 2015), customer trust (Ponte et al., 2015; Samuel, Balaji and Wei, 2015) and repurchase intention items were adopted from (Pappas et al., 2014). All the statements were measured based on a five-point Likert scale ranging from 5 'strongly agree' to 1 'strongly disagree'.

The research questionnaire also captured the demographic profile of the respondents including gender, age, education, occupation, and income. Demographic profile is shown in in Table 1. As an initial step, we checked the data for redundancy, factor loadings (<.5), cross loadings (<.4) (Hair et al., 1998) and reliability (<.7) (Nunally, 1978). This process ended up in deletion of certain items of all the constructs (see Table 5 in the Appendix).

ANALYSIS AND RESULTS

Measurement Model

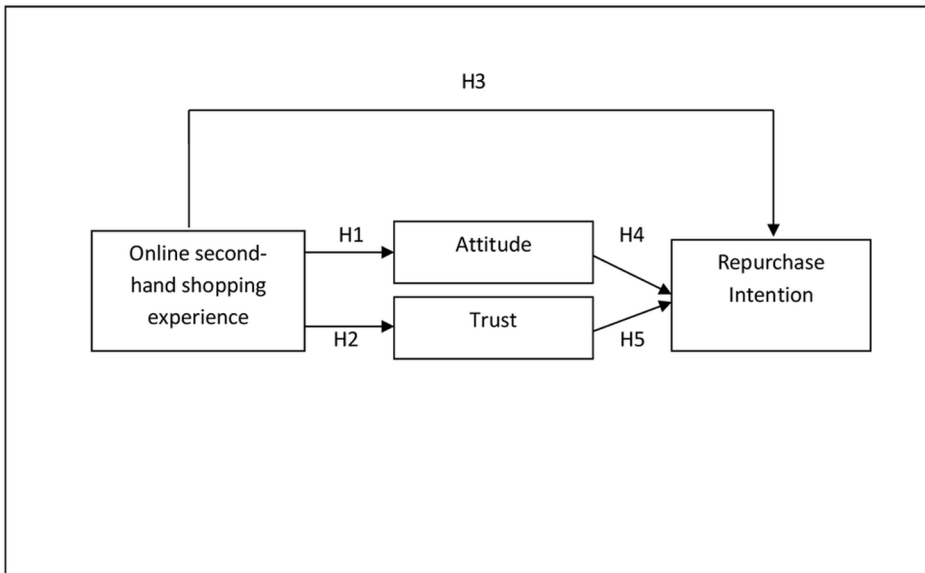
This study tested the model shown in Figure 1. Measurement model validation was assessed based on reliability, convergent, and discriminant validity using Smart PLS 3.2.6. Reliability was tested using

Table 1. Demographic profile

Items	N	%
Gender		
Male	374	53.4
Female	326	46.6
Age		
Less than 20 years	207	29.6
21-30 years	432	61.7
31-40 years	51	7.3
41-50 years	6	0.9
51-60 years	4	0.6
Education		
Undergraduate	226	32.4
Post-graduate	159	22.7
Others	315	45.0
Occupation		
Private sector	107	15.3
Public sector	101	14.4
Student	385	55.0
Business	97	13.9
Others	10	1.4
Income per annum		
0 - 5 lakhs	604	86.3
5-10 lakhs	7	1.0
10-15 lakhs	76	10.9
15-20 lakhs	2	0.3
More than 20 lakhs	11	1.6
Have you purchased second-hand products from online?		
YES	700	100.0
NO	0	0
Website		
OLX	333	47.6
QUIKR	159	22.7
Others	208	29.7

composite reliability (CR) values, where the results show that the values of CR ranged from 0.90 to 0.95, exceeding the indicated value of 0.7 (Hair et al., 1998), confirming construct reliability. Next, convergent validity was examined using the criteria that all indicator loadings should be significant and exceed 0.70 and the average variance extracted (AVE) of all the constructs should exceed 0.50 (Fornell and Larcker, 1981). The results showed that each factor loading values exceeded 0.7 and

Figure 1. Effect of online second-hand shopping experience on customer outcomes



the AVE values ranged from 0.70 to 0.80 indicating that convergent validity is good enough. The results of composite reliability and convergent validity are presented in Table 2. Discriminant validity was determined using the criteria that the square root of AVE should be greater than all other cross-correlations shared between one construct and another in the model (Fornell and Larcker, 1981). The results showed that the entire diagonal values exceeded inter-construct correlations. Discriminant validity is presented in Table 3.

Structural Model

We then tested the structural model using bootstrapping technique in Smart PLS 3.2.6. The results of the structural model showed that online second-hand shopping experience significantly predicts customer attitude, trust, and repurchase intention. Thus, we found support for H_1 , H_2 , and H_3 . In addition, customer attitude and trust also had significant positive relationship with customer repurchase intention. Thus, H_4 and H_5 were also supported. Structural Model results are shown in Table 4.

DISCUSSION AND IMPLICATIONS

This study has tested a model containing the relationships among shopping experience, customer attitude, trust, and intention to repurchase in online second-hand shopping context and found positive relationships among all the constructs.

This study contributes to the online second-hand shopping literature in many ways. First, this study has developed new hypotheses containing the relationship between online second-hand shopping experience and customer outcomes. Secondly, this study has developed and tested an empirical model in online second-hand shopping context. Next, this study is the first attempt to explore the significance of online second-hand shopping experience by predicting its potential outcome variables (Fang et al., 2014; Kim, Ferrin, and Raghav Rao, 2009).

In general, the findings of this research reveal that positive online second-hand shopping experience influences customer attitude, and trust, which in turn positively triggers customer repurchase behaviour. This indicates that consumer behaviour is highly dependent on pleasant

Table 2. Results of measurement model

Constructs	Measurement Items	Loadings	p-Value	Cronbach's Alpha	AVE	Composite Reliability
Online Second-hand Shopping Experience	OSSE1	0.83	***	0.87	0.66	0.91
	OSSE3	0.86	***			
	OSSE4	0.74	***			
	OSSE5	0.77	***			
	OSSE6	0.84	***			
Attitude	ATT1	0.85	***	0.91	0.74	0.94
	ATT2	0.86	***			
	ATT3	0.88	***			
	ATT4	0.87	***			
	ATT5	0.85	***			
Trust	TR1	0.86	***	0.86	0.70	0.90
	TR2	0.78	***			
	TR3	0.88	***			
	TR4	0.82	***			
Repurchase Intention	ORP1	0.86	***	0.92	0.75	0.94
	ORP2	0.90	***			
	ORP3	0.88	***			
	ORP4	0.87	***			
	ORP5	0.84	***			

Table 3. Discriminant validity

Constructs	1	2	3	4
Online Second-hand Shopping Experience	0.81			
Attitude	0.57	0.86		
Trust	0.58	0.60	0.84	
Repurchase Intention	0.76	0.68	0.68	0.87

Note - The diagonal elements are the AVE values and the off-diagonal elements are the squared inter-construct correlations.

Table 4. Structural model

Hypothesized Paths			t-Values	p-Values	Hypotheses
Attitude	<--	Online second-hand shopping experience	17.77	***	Accepted
Trust	<--	Online second-hand shopping experience	18.30	***	Accepted
Repurchase intention	<--	Online second-hand shopping experience	13.25	***	Accepted
Repurchase Intention	<--	Attitude	7.08	***	Accepted
Repurchase Intention	<--	Trust	7.67	***	Accepted

*** statistically significant at P<0.001

experience (Guo, 2004). Specifically, this study finding indicates that shopping experience creates positive attitude among the customers. This implies the e-retailers to make their customers feel that purchases of second-products are useful and buying used goods through online is an enjoyable task. Relationship between experience and trust suggests that online retailers should make an attempt to give assurance about the safety of transaction and delivery. As attitude and trust have a significant relationship with repurchase behaviour, e-retailers should create positive attitude and build trust to covert acquired customers to loyal customers.

This study finding signifies strong relationship between shopping experience and customer retention. This implies the second-hand retailers to provide user friendly website interface; assure safe transaction and delivery; and create convenience to buy the products through the websites. This will eventually lure the customers to visit the website in future. On the whole, online second-hand retailers need to create unique shopping process to gain positive attitude and trust among customers to achieve profits. They ought to fill the basic requirements of customers such as secured payment systems, privacy policies, full time servicing, flexible and easy returns to gain faith and repeat customers.

CONCLUSION AND FUTURE RESEARCH DIRECTIONS

This study indicates that shopping experience positively influences customer repurchase behaviour while shopping second-hand products through online. When customers gain enjoyments, convenience, credibility, and other benefits in second-hand shopping, they intend to develop positive attitude and trust to repurchase the products through the same website.

Though this study is the first attempt in testing an empirical model in online second-hand literature, we acknowledge certain limitations. First, the hypothesized relationships are tested using a cross-sectional research design. To enhance the generalizability of the findings, future researchers can use longitudinal research to test the research model of this study. Second, sample was chosen based on Facebook pages and groups on second-hand. Generalization based on this study sample warrants caution. Future researchers may replicate the study using broader and cross-sectional segments of second-hand shoppers. Third, future researches can test the mediation effect of attitude and trust between experience and repurchase intention. Fourth, other variables such as satisfaction and word-of-mouth can be tested in the hypothesized model. Finally, factors that compose second-hand shopping with respect to different product categories can be explored in future research.

REFERENCES

- Anderson, R. E., & Srinivasan, S. S. (2003). E-satisfaction and e-loyalty: A contingency framework. *Psychology and Marketing*, 20(2), 123–138. doi:10.1002/mar.10063
- Anderson, S. P., & Ginsburgh, V. A. (1994). Price discrimination via second-hand markets. *European Economic Review*, 38(1), 23–44. doi:10.1016/0014-2921(94)90003-5
- Beldad, A., De Jong, M., & Steehouder, M. (2010). How shall I trust the faceless and the intangible? A literature review on the antecedents of online trust. *Computers in Human Behavior*, 26(5), 857–869. doi:10.1016/j.chb.2010.03.013
- Bigne-Alcaniz, E., Ruiz-Mafé, C., Aldas-Manzano, J., & Sanz-Blas, S. (2008). Influence of online shopping information dependency and innovativeness on internet shopping adoption. *Online Information Review*, 32(5), 648–667. doi:10.1108/14684520810914025
- Bilgihan, A., Kandampully, J., & Zhang, T. (2016). Towards a unified customer experience in online shopping environments: Antecedents and outcomes. *International Journal of Quality and Service Sciences*, 8(1), 102–119. doi:10.1108/IJQSS-07-2015-0054
- Bridges, E., & Florsheim, R. (2008). Hedonic and utilitarian shopping goals: The online experience. *Journal of Business Research*, 61(4), 309–314. doi:10.1016/j.jbusres.2007.06.017
- Chen, S. J., & Chang, T. Z. (2003). A descriptive model of online shopping process: Some empirical results. *International Journal of Service Industry Management*, 14(5), 556–569. doi:10.1108/09564230310500228
- Comscore. (2013). India Digital Future in Focus. Retrieved from <https://www.comscore.com>
- Coverdale, T., & Wilbon, A. D. (2013). The Impact of In Group Membership on e-Loyalty of Women Online Shoppers An Application of the Social Identity Approach to Website Design. *International Journal of E-Adoption*, 5(1). doi:10.4018/jea.2013010102
- Dholakia, R. R., & Uusitalo, O. (2002). Switching to electronic stores: Consumer characteristics and the perception of shopping benefits. *International Journal of Retail & Distribution Management*, 30(10), 459–469. doi:10.1108/09590550210445335
- Econsultancy. (2011). Internet Statistics Compendium. *Econsultancy.com Ltd.*
- Eid, M. I. (2011). Determinants of e-commerce customer satisfaction, trust, and loyalty in Saudi Arabia. *Journal of Electronic Commerce Research*, 12(1), 78–93.
- Fang, Y., Qureshi, I., Sun, H., McCole, P., Ramsey, E., & Lim, K. H. (2014). Online repurchase intention: The moderating role of perceived effectiveness of e-commerce institutional mechanisms. *Management Information Systems Quarterly*, 38(2), 407–427. doi:10.25300/MISQ/2014/38.2.04
- Farag, S., Schwanen, T., Dijst, M., & Faber, J. (2007). Shopping online and/or in-store? A structural equation model of the relationships between e-shopping and in-store shopping. *Transportation Research Part A, Policy and Practice*, 41(2), 125–141. doi:10.1016/j.tra.2006.02.003
- Ferraro, C., Sands, S., & Brace-Govan, J. (2016). The role of fashionability in second-hand shopping motivations. *Journal of Retailing and Consumer Services*, 32, 262–268. doi:10.1016/j.jretconser.2016.07.006
- Giannakos, M. N., Pateli, A. G., & Pappas, I. O. (2013). Identifying the direct effect of experience and the moderating effect of satisfaction in the Greek online market. In *Mobile Opportunities and Applications for E-Service Innovations* (pp. 77–97). Hershey, PA: IGI Global. doi:10.4018/978-1-4666-2654-6.ch005
- Gounaris, S. P. (2005). Trust and commitment influences on customer retention: Insights from business-to-business services. *Journal of Business Research*, 58(2), 126–140. doi:10.1016/S0148-2963(03)00122-X
- Guiot, D., & Roux, D. (2010). A second-hand shoppers' motivation scale: Antecedents, consequences, and implications for retailers. *Journal of Retailing*, 86(4), 355–371. doi:10.1016/j.jretai.2010.08.002
- Guo, Y. M. (2004). Online Shopping Experience: A Conceptualization and The social and cognitive impacts of e-commerce on modern organizations.

- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37(11/12), 1762–1800. doi:10.1108/03090560310495456
- Hwang, Y. (2010). The moderating effects of gender on e-commerce systems adoption factors: An empirical investigation. *Computers in Human Behavior*, 26(6), 1753–1760. doi:10.1016/j.chb.2010.07.002
- Jayawardhena, C. (2004). Personal values' influence on e-shopping attitude and behaviour. *Internet Research*, 14(2), 127–138. doi:10.1108/10662240410530844
- Khalifa, M., & Liu, V. (2007). Online consumer retention: contingent effects of online shopping habit and online shopping experience. *European Journal of Information Systems*, 16(August), 780–792.
- Khare, A., & Rakesh, S. (2011). Antecedents of Online Shopping Behavior in India: An Examination. *Journal of Internet Commerce*, 10(4), 227–244. doi:10.1080/15332861.2011.622691
- Kim, D. J., Ferrin, D. L., & Raghav Rao, H. (2009). Trust and satisfaction, two stepping stones for successful e-commerce relationships: A longitudinal exploration. *Information Systems Research*, 20(2), 237–257. doi:10.1287/isre.1080.0188
- Kirs, P., & Bagchi, K. (2012). The impact of trust and changes in trust: A national comparison of individual adoptions of information and communication technologies and related phenomenon. *International Journal of Information Management*, 32(5), 431–441. doi:10.1016/j.ijinfomgt.2012.02.003
- Koh, Y. J., & Sundar, S. S. (2010). Effects of specialization in computers, web sites, and web agents on e-commerce trust. *International Journal of Human-Computer Studies*, 68(12), 899–912. doi:10.1016/j.ijhcs.2010.08.002
- Koo, D. M., & Ju, S. H. (2010). The interactional effects of atmospherics and perceptual curiosity on emotions and online shopping intention. *Computers in Human Behavior*, 26(3), 377–388. doi:10.1016/j.chb.2009.11.009
- Lee, G. G., & Lin, H. F. (2005). Customer perceptions of e-service quality in online shopping. *International Journal of Retail & Distribution Management*, 33(2), 161–176. doi:10.1108/09590550510581485
- Lee, S. M., & Lee, S. J. (2005). Consumers' initial trust toward second-hand products in the electronic market. *Journal of Computer Information Systems*, 46(2), 85–98.
- Lee Hao Suan Samuel, M. S. (2015). An Investigation of Online Shopping Experience on Trust and Behavioral Intentions. *Journal of Internet Commerce*, 4(2), 233–254. doi:10.1080/15332861.2015.1028250
- Ling, K. C., Chai, L. T., & Piew, T. H. (2010). The effects of shopping orientations, online trust and prior online purchase experience toward customers' online purchase intention. *International Business Research*, 3(3), 63. doi:10.5539/ibr.v3n3p63
- Liu, S. (2016). How the user liaison's understanding of development processes moderates the effects of user-related and project management risks on IT project performance. *Information & Management*, 53(1), 122–134. doi:10.1016/j.im.2015.09.004
- Mamoun, N. (2015). An integrated model of factors affecting consumer attitudes towards online shopping. *Business Process Management Journal*, 21(6), 1353–1376. doi:10.1108/BPMJ-02-2015-0022
- Miyazaki, A. D., & Fernandez, A. (2001). Consumer perceptions of privacy and security risks for online shopping. *The Journal of Consumer Affairs*, 35(1), 27–44. doi:10.1111/j.1745-6606.2001.tb00101.x
- Mutaz, M. (2015). Consumer attitudes towards online shopping. *Internet Research*, 25(5), 707–733. doi:10.1108/IntR-05-2014-0146
- Overby, J. W., & Lee, E. J. (2006). The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. *Journal of Business Research*, 59(10–11), 1160–1166. doi:10.1016/j.jbusres.2006.03.008
- Papatla, P. (2011). Do online shopping styles affect preferred site attributes? An empirical investigation and retailing implications. *Journal of Retailing and Consumer Services*, 18(4), 362–369. doi:10.1016/j.jretconser.2011.04.002
- Pappas, I. O., Pateli, A. G., Giannakos, M. N., & Chrissikopoulos, V. (2014). Moderating effects of online shopping experience on customer satisfaction and repurchase intentions. *International Journal of Retail & Distribution Management*, 42(3), 187–204. doi:10.1108/IJRDM-03-2012-0034

- Park, J., Hill, W. T., & Bonds-Raacke, J. (2015). Exploring the relationship between cognitive effort exertion and regret in online vs. offline shopping. *Computers in Human Behavior, 49*, 444–450. doi:10.1016/j.chb.2015.03.034
- Ponte, E. B., Carvajal-Trujillo, E., & Escobar-Rodríguez, T. (2015). Influence of trust and perceived value on the intention to purchase travel online: Integrating the effects of assurance on trust antecedents. *Tourism Management, 47*, 286–302. doi:10.1016/j.tourman.2014.10.009
- Roux, D., & Guiot, D. (2008). Measuring second-hand shopping motives, antecedents and consequences [English Edition]. *Recherche et Applications en Marketing, 23*(4), 63–91. doi:10.1177/076737010802300403
- Safa, N. S., & Ismail, M. A. (2013). A customer loyalty formation model in electronic commerce [Doctoral thesis]. University of Malaya.
- Sheth, J. N., Sisodia, R. S., & Sharma, A. (2000). The Antecedents and Consequences of Customer-Centric Marketing. *Journal of the Academy of Marketing Science, 28*(1), 55–66. doi:10.1177/0092070300281006
- Sihvonen, J., & Turunen, L. L. M. (2016). As good as new—valuing fashion brands in the online second-hand markets. *Journal of Product and Brand Management, 25*(3), 285–295. doi:10.1108/JPBM-06-2015-0894
- Singh, S. (2016). Rise of used goods markets: Why e-commerce companies like OLX, eBay are chasing second-hand goods. *India Times*. Retrieved from <http://economictimes.indiatimes.com>
- Sivadas, E., & Baker-Prewitt, J. L. (2000). An examination of the relationship between service quality, customer satisfaction, and store loyalty. *International Journal of Retail & Distribution Management, 28*(2), 73–82. doi:10.1108/09590550010315223
- Soopramanien, D. (2011). Conflicting attitudes and scepticism towards online shopping: The role of experience. *International Journal of Consumer Studies, 35*(3), 338–347. doi:10.1111/j.1470-6431.2010.00945.x
- Sorce, P., Perotti, V., & Widrick, S. (2005). Attitude and age differences in online buying. *International Journal of Retail & Distribution Management, 33*(2), 122–132. doi:10.1108/09590550510581458
- Srinivasan, S. S., Anderson, R., & Ponnarolu, K. (2002). Customer loyalty in e-commerce: An exploration of its antecedents and consequences. *Journal of Retailing, 78*(1), 41–50. doi:10.1016/S0022-4359(01)00065-3
- Srivastava, R. K., Singh, S., & Srivastava, V. (2013). The Role of Trust and Technology Acceptance Model (TAM) on Customer Acceptance of Mobile Banking: An Integrated Model to Improve Mobile Banking in Banking Sector—A Conceptual Paper. *International Journal of Asian Business and Information Management, 4*(1), 31–43. doi:10.4018/jabim.2013010104
- Sun, K., Zuo, M., & Kong, D. (2017). What Can Product Trial Offer?: The Influence of Product Trial on Chinese Consumers' Attitude towards IT Product. *International Journal of Asian Business and Information Management, 8*(1), 24–37. doi:10.4018/IJABIM.2017010102
- Turunen, L. L. M., & Leipämaa-Leskinen, H. (2015). Pre-loved luxury: Identifying the meanings of second-hand luxury possessions. *Journal of Product and Brand Management, 24*(1), 57–65. doi:10.1108/JPBM-05-2014-0603
- Van Schaik, P., & Ling, J. (2008). Modelling user experience with web sites: Usability, hedonic value, beauty and goodness. *Interacting with Computers, 20*(3), 419–432. doi:10.1016/j.intcom.2008.03.001
- Wolfenbarger, M., & Gilly, M. C. (2003). eTailQ: Dimensionalizing, measuring and predictingetail quality. *Journal of Retailing, 79*(3), 183–198. doi:10.1016/S0022-4359(03)00034-4
- Wu, L. Y., Chen, K. Y., Chen, P. Y., & Cheng, S. L. (2014). Perceived value, transaction cost, and repurchase-intention in online shopping: A relational exchange perspective. *Journal of Business Research, 67*(1), 2768–2776. doi:10.1016/j.jbusres.2012.09.007
- Wu, S. I. (2003). The relationship between consumer characteristics and attitude toward online shopping. *Marketing Intelligence & Planning, 21*(1), 37–44. doi:10.1108/02634500310458135
- Zhou, L., Dai, L., & Zhang, D. (2007). Online shopping acceptance model—A critical survey of consumer factors in online shopping. *Journal of Electronic Commerce Research, 8*(1), 41.

APPENDIX

Table 5. Measurement items

No.	Items	Source
Online Second-Hand Shopping Experience		
1	I'm able to find what I wanted very easily	(Chen and Chang, 2003)
2	The transaction is very secure *	
3	It is convenient to shop with the Internet vendor	
4	It saves me a lot of time in shopping	
5	I'm able to place the order at the time convenient to me	
6	The Internet vendor offered a large selection	
7	The transaction is of considerable value *	
8	There is no privacy concerns involved with the transaction *	
Trust		
9	I feel that second-hand shopping through online is trustworthy	(Ponte et al., 2015; Samuel, Balaji and Wei, 2015)
10	I believe that second-hand shopping through online is dependable	
11	I believe that second-hand shopping through online is reliable	
12	I feel that second-hand shopping through online is believable	
13	I feel that second-hand shopping through online is realistic *	
Attitude		
14	My attitude towards online second-hand shopping is positive	(Zhou, Dai and Zhang, 2007; Mamoun, Mutaz and Al-Debei, 2015; Mutaz et al., 2015)
15	I feel that it is a best idea to go for online second-hand shopping	
16	I feel using online platform for shopping second-hand goods is a wise decision	
17	I feel that online second-hand shopping is very useful	
18	I feel that second-hand shopping through online is a pleasant thing to do	
Online repurchase intention		
19	I will continue using online platform for shopping second-hand products in the future	(Pappas et al., 2014)
20	I have a strong intention to go for online second-hand shopping in the future	
21	I will regularly use online platform for buying second-hand products in the future	
22	My intention to buy second-hand products through online is high	
23	If I were to buy second-hand products, I would consider buying it from online platform	

* removed based on poor loadings

Murali Swapana is a doctoral candidate at Vellore Institute of Technology (VIT), Vellore, India. Her teaching interests include digital marketing, e-commerce, and consumer behavior. Her research interests encompass scale development, e-commerce, consumer behavior, and mobile applications.

Chandrasekaran Padmavathy is working as an Assistant Professor at Vellore Institute of Technology (VIT), Vellore, India. Her teaching interests embrace in research methods, digital marketing, and marketing management. With her research interests in services marketing, e-commerce, and consumer behavior, her work appears in International Journal of Bank Marketing, Asia Pacific Journal of Marketing & Logistics, International Journal of Business Excellence, and International Journal of E-Business Research.