

Online second-hand shopping motivation – Conceptualization, scale development, and validation



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ABSTRACT

Despite the increasing popularity and growth of online second-hand peer to peer/customer to customer (P2P/C2C) e-commerce, research on online second-hand shopping remains limited. To fill the research gap, this study conceptualizes, develops, and validates a scale to measure online second-hand shopping motivation (OSSM). The findings show that OSSM, as a formative higher-order construct, consists of three second-order factors and nine first-order dimensions: economic motivation (including price orientation, bargaining power, and critical orientation), convenience motivation (usefulness and ease of use), and ideological motivation (need to be unique, nostalgia, trust, and assurances). Further, the study results reveal that OSSM positively predicts attitude and repurchase intention. This study has important implications to the online P2P second-hand firms and the new goods e-retailers.

1. Introduction

Brick-and-mortar shopping is at a “tipping point” (Algharabat et al., 2017; Corkery, 2017; Grewal et al., 2017; Paul and Rosenbaum, 2018). But, shopping online has become convenient and popular among the users over the past years owing to the cost-effective availability of internet or data (Turban et al., 2017). Globally, online shopping, in particular, online second-hand shopping has become the fastest growing segment (Fernando et al., 2018). For instance, in North America, the second-hand smartphone market is expected to rise to 24.8 percent by 2020 from 18.7 percent in 2015.¹ The savvy customers have turned towards online second-hand marketplace for convenience and thrift² as it makes perfect economic benefit for them. While the buyers get a product at many times cheaper than the market prices, the sellers get better margins.

The increasing popularity and growth of second-hand shopping have provided additional business opportunities for the e-commerce

companies. *Amazon*, an established e-commerce firm, has initiated a segment in the business-to-customer (B2C) platform to sell the second-hand goods (Parker and Weber, 2013). Nevertheless, online second-hand shopping has grown phenomenally in the peer-to-peer (P2P) or customer-to-customer (C2C) platform offered by e-commerce companies/online classified businesses (Parguel et al., 2017). USA's *Offerup*, *Craigslist*, and *Letgo*, Australia's *Gumtree*, Japan's *Mercari*, Singapore and Hong Kong's *Carousell*, France's *Leboncoin*, and India's *OLX* and *Quikr* are some of the popular online classified P2P companies. Some of these online classified businesses have a global presence (e.g., *Craigslist*, *Letgo*, and *OLX*) and are incredibly profitable. For instance, *Letgo* has a revenue of \$4M in the US and has got 1.1M fans on Facebook as on March 2019.³ *OLX* India has 85% market share in the P2P online trade, 6 Bn monthly page views, 40 Mn monthly active users, and operates in more than 40 countries.⁴ *Craigslist* USA has made \$690 million revenue in 2016, and has 80 Mn average ads monthly.⁵ Interestingly, *Mercari* Japan has entered into the Tokyo Stock Exchange's Mothers market.⁶

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¹ <https://www.statista.com/statistics/744224/worldwide-market-share-used-smartphones>.

² <https://fashionunited.uk/news/business/online-clothing-and-accessories-re-sale-attracts-financiers-attention/2018081231208>.

³ <https://www.owler.com/company/letgo>.

⁴ <https://inc42.com/buzz/olx-witnesses-major-growth-pre-owned-cars-segment/>.

⁵ <https://expandeddrablings.com/index.php/craigslist-statistics/>.

⁶ <https://www.cnbc.com/2018/06/19/mercari-flea-market-app-operator-surges-in-tokyo-debut.html>.

Many of the online classified businesses or P2P platforms act only as an online intermediary (e.g., *OLX, Quikr, Craigslist, Gumtree*) that allow the sellers and buyers meet directly for transaction. A seller can use the P2P website or mobile app with a login account, take a picture, post an ad, fix a price, give verified contact details, and pay a nominal fee to go for a premium ad listing. A buyer can search for products available near his location and meet up the seller for the transaction privately with a login account (Fernando et al., 2018). The online P2P second-hand e-commerce firms invest heavily in promotions and related marketing programs to persuade the shoppers to visit their stores. Despite its promotional activities, they are unaware of the buyers' motivations that drive them towards repeat purchases (Parguel et al., 2017). The changing lifestyle, increased awareness, and consumption trend influence the shopping patterns of the customers and so they tend to look for better alternative channels that best match their needs. This leads to a growing demand for the online P2P second-hand firms to offer sophisticated services to retain the existing customers and to increase their user base (Joung and Park-Poaps, 2013; Lee and Lee, 2005; Yan et al., 2015).

Studies on second-hand shopping are limited. For instance, Roux and Guiot's (2008) second-hand shopping motivation scale reveals that the shoppers' recreation and economic motivation drive them towards brick-and-mortar second-hand goods purchases. Guiot and Roux (2010) identify critical motivation as an additional dimension that motivates the shoppers towards offline second-hand shopping. Ferraro et al. (2016) add fashion dimension to offline second-hand shopping motivation scale in the fashion clothing context. In addition, determinants such as social interaction (Ertz et al., 2015); trust (Lee and Lee, 2005); sustainable choice, treasure, and uniqueness (Turunen and Leipämaa-Leskinen, 2015); thrift and treat (Bardhi and Arnould, 2005); and love towards vintage products (Yan et al., 2015) persuade the buyers towards offline second-hand shopping. However, these researchers ignore to identify the factors that motivate the buyers towards online second-hand shopping. Although a few motivations such as thrift shopping, uniqueness, and trust are related to both offline and online second-hand shopping, motivations are different for online shopping in many aspects (Ferraro et al., 2016; Parguel et al., 2017; Rohm and Swaminathan, 2004; Xu et al., 2014). For instance, the shoppers who need social interaction prefer offline channels than the online stores (e.g., Rohm and Swaminathan, 2004). Similarly, while the customers have preferred to buy the second-hand products from the offline stores for the past decade, it is no longer desirable as today's generation are comfortable to purchase them online for many distinctive reasons (Xu et al., 2014). For example, availability of more products under one roof (Balasubramanian et al., 2005; Hvass, 2015); accessibility to purchase at any time and day (Reichheld et al., 2000); relevant information about the second-hand product (Resnick and Zeckhauser, 2002; Sihvonen and Turunen, 2016); and price comparison (Reichheld et al., 2000) are applicable only in the online shopping context (e.g., Sihvonen and Turunen, 2016). Thus, there is a pressing need to uncover the motivations of online second-hand shopping, which is largely overlooked despite the increasing popularity and revenue of online second-hand markets (Kestenbaum, 2017). Research dealing with online shopping for second-hand goods is still in its infancy (Cervellon et al., 2012; Kestenbaum, 2017). The increasing number of online P2P second-hand e-commerce and the scientific journals indicate the relevance of online second-hand shopping for the scholars and practitioners.

Based on the above research gap and the distinctive nature of online second-hand shopping from the conventional brick-and-mortar second-hand stores, we aim to conceptualize, develop, and validate a measure for online second-hand shopping motivation (OSSM). We identify and build a set of motivations that together define OSSM. To classify specific online second-hand shopping motivation into superordinate factors, we conceive OSSM as a third-order construct that consists of second-order motivations, which themselves consist of specific dimensions. These

motivations form the overall OSSM construct. Thus, as a hierarchical construct, a formative measurement method is suitable (Jarvis et al., 2003; Wetzels et al., 2009) and the article exhibits it subsequently. This study provides several vital implications to both online P2P second-hand firms and new goods e-retailers. Knowledge about the online second-hand shoppers' motivations would inform the online P2P second-hand firms to offer better customer services, and this would also wake up the new goods e-retailers to expand their product portfolio to second-hand goods to acquire new customers and retain the existing customers (Edbring et al., 2016). This research contributes to second-hand shopping literature by a theoretically integrated conceptualization and measurement of the OSSM construct.

2. Second-hand shopping - determinants and motivations

Second-hand shopping refers to buying goods that are previously owned by others (Roux and Guiot, 2008). It has witnessed growth and decline over different periods. It emerged during the 18th and 19th centuries; declined during the 20th century; and regained popularity during the 2000s (Weinstein, 2014). Though the second-hand market increases the economy of the country by acting as a global economic powerhouse (Thomas, 2003), studies on second-hand shopping are very limited. Existing studies on second-hand shopping provide various determinants based on which a customer shops for a second-hand product offline. For instance, economic necessity and price fairness are significant factors that influence the shoppers to choose second-hand products (Prieto and Caemmerer, 2013; Williams and Paddock, 2003). Besides these key factors, concern for the environment and vintage products also motivate the buyers towards second-hand product purchases (Yan et al., 2015). The buyers' need for uniqueness and pleasure stand as common determinants for second-hand shopping (e.g., Bardhi and Arnould, 2005; Lane et al., 2009; Prieto and Caemmerer, 2013; Turunen and Leipämaa-Leskinen, 2015). Trust, social influence, value, and social interaction also persuade the buyers towards second-hand shopping (Ertz et al., 2015; Lee and Lee, 2005; Xu et al., 2014). However, the existing determinants of second-hand shopping are not comprehensive and are limited to brick-and-mortar stores.

Existing scale development studies on offline second-hand shopping motivation reveal that the customers prefer second-hand shopping based on four significant motivations: i) fashion motivation (Ferraro et al., 2016); ii) economic motivation iii) recreational motivation (Ferraro et al., 2016; Guiot and Roux, 2010; Roux and Guiot, 2008); and iv) critical motivation (Guiot and Roux, 2010; Ferraro et al., 2016). Fashion motivation represents the customers' willingness to create a unique and personal style of clothing (Ferraro et al., 2016). Economic motivation refers to the customers' price consciousness (Roux and Guiot, 2008), the scope for bargaining and search for cheaper prices, and avoiding the mainstream market for cheaper products (Guiot and Roux, 2010). Recreational motivation refers to the degree to which a customer seeks nostalgic pleasure and uniqueness while shopping (Roux and Guiot, 2008). Critical motivation refers to the customers' avoidance of conventional channels for cheaper goods (Guiot and Roux, 2010). Despite the existence of these scales, they limit the understanding of customer motivation to purchase second-hand goods through online stores. While it is strongly argued that ascertaining the shoppers' motivations in the online channels are essential, these studies are constrained towards brick-and-mortar second-hand stores and are based on western culture (Edbring et al., 2016; Ferraro et al., 2016; Parguel et al., 2017). Furthermore, as the motivations for online second-hand shopping is different from that of offline stores (Parguel et al., 2017; Xu et al., 2014), it is essential to uncover the motivations of online second-hand shoppers (Kestenbaum, 2017). Thus, these existing studies limit the assessment of buying second-hand products through online channels and the non-western shoppers' motivations (Ferraro et al., 2016; Rohm and Swaminathan, 2004; Sihvonen and Turunen, 2016; Xu et al., 2014).

2.1. Determinants of online shopping

Prior studies reveal various motivations for shopping, in particular online shopping. For example, Rohm and Swaminathan (2004) classification of online shoppers reveal five different shopping motivations such as convenience, variety seeking, information seeking, shopping experience, and social interaction. Wagner and Rudolph (2010) provide three hierarchy of shopping motivations such as purpose-fulfillment, activity-fulfillment, and demand-fulfillment. Purpose-fulfillment refers to recreation and task-fulfillment, activity-fulfillment refers to gratification, bargain hunting, and economic shopping, and demand-fulfillment refers to convenience.

Shin et al. (2013) identify that website design, convenience, information usefulness, payment system, and security have a significant positive effect on shopping motivations. Kim and Lennon (2013), and Wolfenbarger and Gilly (2001) highlight price as an important shopping motivation that affects purchase intention. Ha and Stoel (2009), and Park et al. (2012) find that wide range of product availability and comparison of price among similar products motivate the shoppers towards online purchases. Hedonic shopping values such as enjoyment and pleasure, utilitarian shopping values such as goal-oriented outcomes and privacy, and environmental stimuli such as website design and website functionality are essential motivations that induce intention to purchase online (e.g., Peng and Kim, 2014). Usefulness and ease of use motivate the shoppers towards online purchases as they provide convenience to the shoppers (e.g., Chiu et al., 2009; Gong et al., 2013). Further, perceived risk, trust, and value stimulate online shopping motivations (Chen et al., 2015; Jai et al., 2013; Khare and Sadachar, 2014; Klaus, 2013; Lian and Yen, 2013; Rezaei et al., 2014).

3. Conceptualization of the construct (OSSM)

'Motivation' refers to a set of goals that are directed towards specific gratification and satisfaction (McGuire, 1974), which forms the theoretical basis for shopping motives. A review of extent literature reveals various shopping motivations. For instance, several scholars show 'convenience' (e.g., Darden and Reynolds, 1971; Gehrt and Shim, 1998; Stone, 1954); 'information seeking' (e.g., Bellenger and Korgaonkar, 1980; Westbrook and Black, 1985); 'social interaction' (e.g., Bellenger and Korgaonkar, 1980; Tauber, 1972); 'economic motive' (e.g., Roux and Guiot, 2008; Stone, 1954; Westbrook and Black, 1985); 'price' (e.g., Ganesh et al., 2010; Korgaonkar, 1984); 'value for money' (e.g., Barbopoulos and Johansson, 2017; Carpenter and Moore, 2006; Hsiao, 2009); 'shopping experience/experiential/non-functional' (e.g., Bendapudi and Berry, 1997; Gupta and Kabadayi, 2010); 'recreation' (Bellenger and Korgaonkar, 1980; Trevinal and Stenger, 2014; Wagner and Rudolph, 2010); 'task-focused/functional' (e.g., Sheth, 1983; Wagner and Rudolph, 2010); 'hedonic' (e.g., Arnold and Reynolds, 2003; Wagner and Rudolph, 2010); 'utilitarian' (e.g., Batra and Ahtola, 1991; Trevinal and Stenger, 2014); 'critical motivation' (e.g., Guiot and Roux, 2010; Roux and Guiot, 2008); 'bargain hunting/seeking' (e.g., Ganesh et al., 2010; Roux and Guiot, 2008; Wagner and Rudolph, 2010); 'trust' (e.g., Ertz et al., 2015; Lee and Lee, 2005); 'safety/security/privacy' (e.g., Cheng et al., 2014; Korgaonkar and Wolin, 1999); 'desire to be unique/need for uniqueness' (e.g., Edbring et al., 2016; Roux and Guiot, 2008; Tian et al., 2001); 'nostalgic pleasure' (e.g., Roux and Guiot, 2008; Stone et al., 1996); and 'ease of use' and 'usefulness' (e.g., Childers et al., 2001; Gefen et al., 2003) motivate the shoppers towards offline/traditional stores, online stores, and offline second-hand stores.

From the above, the three common, broad, and global motivations are economic, convenience, and hedonic and utilitarian. Wagner and Rudolph (2010) identify these three motivations as hierarchy of shopping motivations, which include activity-fulfillment, demand-fulfillment, and purpose-fulfillment. Purpose-fulfillment refers to recreation and task-fulfillment (hedonic and utilitarian); activity-fulfillment refers to gratification, bargain hunting, and economic shopping (economic); and

demand-fulfillment refers to convenience (convenience) (Wagner and Rudolph, 2010). Based on the above theory, the following sections discuss each of these motivations.

3.1. Economic motivation

'Price', 'price orientation', 'value for money', 'bargain hunting/seeking', and 'critical motivation' represent economic motive (e.g., Carpenter and Moore, 2006; Roux and Guiot, 2008). 'Price' or 'price orientation' refers to the customers' intention to look at the price tags before buying a product to acquire value for the money (Korgaonkar, 1984). 'Value for money' represents the customers' desire to pay a reasonable price and not to waste money (Zeithaml, 1988). Thus, the conceptualization of *price orientation* is similar to *value for money* though there is a difference in the nomenclature (Wagner and Rudolph, 2010). 'Critical motivation' signifies the customers' disassociation with the mainstream channels for buying cheaper goods and their concern towards ecology/environment (Roux and Guiot, 2008). However, this generation second-hand shoppers tend to stay away from the primary market to buy branded goods at a cheaper price or to get high quality products for a lesser price and not necessarily for environmental concern (Edbring et al., 2016). Furthermore, environmental reason does not have a relationship with second-hand product purchases (Joung and Park-Poaps, 2013) as the second-hand platform offers a scope to buy more items only to resell and earn money (Parguel et al., 2017). 'Bargain hunting' represents the customers' demand for a low price through the act of bargaining (Wagner and Rudolph, 2010). Though *bargain hunting* seems to represent the recreational aspect of shopping, it is a price-oriented motive (Wagner and Rudolph, 2010). Thus, *price*, *bargain hunting*, and *critical motivation* are 'economic motives'. In other words, economic motive consists of *gratifying role of price*, *bargain hunting*, and *distance from the system* (Roux and Guiot, 2008). 'Gratifying role of price' refers to the customers' desire to pay less (Ferraro et al., 2016; Guiot and Roux, 2010); 'bargain hunting' refers to the customers' intention to seek advantage to buy a product for a lesser price through negotiation (Ferraro et al., 2016); and 'distance from the system' denotes avoidance of large corporates to buy products at a cheaper price (Roux and Guiot, 2008). The above definition of *gratification role of price* is similar to *price orientation*, and *distance from the system* is synonymous with *critical motivation*. Together, the above motivations illuminate that 'economic factor' (price orientation, bargaining power, and critical orientation) is one of the primary motivations of second-hand shopping (e.g., Roux and Guiot, 2008).

3.2. Convenience motivation

'Information seeking', 'ease of use', and 'usefulness' represent convenience motivation (e.g., Khare et al., 2012; Rohm and Swaminathan, 2004). 'Convenience' represents the time and effort savings while shopping (Bellenger and Korgaonkar, 1980; Rohm and Swaminathan, 2004), where *time* represents quick, fast, save time, or doing two things at a time to be more productive, and *effort* refers to a technology that eases the work, is easy to use, and saves physical energy (Gehrt and Yale, 1993). The customers who are convenience-oriented will prefer online channels than offline stores as it saves time and effort with respect to information search and placing orders at any time and day of the year (e.g., Kollmann et al., 2012). Relatedly, 'information seeking' signifies ease to search for products and its related information (Alba, 1997). The definition of *information seeking* is equal to the 'effort' aspect of *convenience*. 'Perceived ease of use' represents the customers' perception towards using a particular system/technology as effort free, and 'usefulness' refers to the customers' perception towards using a particular system as productive (Davis, 1989). Hence, *ease of use* represents the 'effort' dimension, and *usefulness* represents the 'time' dimension of *convenience*. Thus, the above shopping motivations converge together to reinforce that 'convenience' (ease of use/effort and usefulness/time) is

an important and compelling motivation for online shopping. Furthermore, 'ease of use' and 'usefulness' form the convenient dimension (e.g., Khare et al., 2012).

3.3. Hedonic and utilitarian motivation

'Social interaction', 'recreation', 'nostalgic pleasure', 'need for uniqueness', 'shopping experience', and 'non-functional' represent hedonic, and 'functional', 'task-oriented', 'trust', 'security/privacy', and 'safety' represent utilitarian motivation. 'Social interaction' recreates the shoppers and it denotes the shoppers' communication with other people who have similar characteristics (Tauber, 1972). However, the shoppers who have a strong desire to interact with other shoppers and people often prefer offline stores than online channels (e.g., Alba, 1997; Rohm and Swaminathan, 2004). 'Shopping experience/experiential motive' refers to recreation and enjoyment of the shoppers in the shopping process, which are not 'task-oriented' or 'functional' (Bendapudi and Berry, 1997). Similarly, 'recreation' refers to fun, play, and entertainment of the shoppers while shopping (Babin et al., 1994). 'Hedonic' refers to shopping for pleasure and joy (Westbrook and Black, 1985), a new nomenclature that reflects the recreational aspect of shopping. Specifically, hedonic dimension consists of 'nostalgic pleasure' and 'need for uniqueness/desire to be unique' (Ferraro et al., 2016; Guiot and Roux, 2010). 'Need/desire to be unique' refers to the customers' tendency to showcase their individuality through the acquisition of products to others (Tian et al., 2001), which is an important second-hand shopping motivation (e.g., Edbring et al., 2016). 'Nostalgic pleasure' refers to the customers' tendency to acquire authentic products that evoke/recollect their past memories (Baker and Kennedy, 1994).

'Utilitarian' is a task-oriented/functional motive. It represents the shoppers' cognitive judgement in analyzing the product/vendor information based on their needs and wants (Yim et al., 2014). 'Trust' refers to the customers' assessment of the institution/product based on its reliability, trustworthiness, and promises delivered (Lee and Lee, 2005). The conceptualization of trust is similar to the definition of utilitarian. 'Safety' denotes the customers' sense of being safer, secured, and calm in the shopping process (Barbopoulos and Johansson, 2017). 'Security' signifies safety of transaction process and information while the customers shop online (Cheng et al., 2014). 'Privacy' refers to information safety/protection that a customer think about while shopping online (Cheng et al., 2014). Accordingly, safety, security, and privacy all converge to insist the same meaning of being safe towards transaction information and process while shopping from the online stores. However, in the P2P platform, as a buyer transacts with a seller physically, transaction/credit card information protection is important for e-transaction (Cheng et al., 2014). Nevertheless, in the P2P/C2C market, safety mechanisms such as 'situation normality' and 'structural assurances' motivate the customers to shop (Gefen et al., 2003; Lee and Lee, 2005; Lu et al., 2010). 'Situation normality' refers to the customers' belief that a given buying situation will be normal and transaction will be successful in using a particular website (Lewis and Weigert, 1985). In the brick-and-mortar stores, the customers can develop trust with the sales people. In the B2C platform, the shoppers gain trust with the buying situation as the B2C e-commerce is an established platform (Gefen et al., 2003). In the P2P/C2C platform, the shoppers develop trust based on their familiarity towards using a particular website. Across the globe, the users are familiar and have adequate knowledge about the functionality and operations of a P2P platform (Lu et al., 2010). In India, the users have sufficient knowledge in using the P2P platform.⁷ Thus, familiarity has become a precondition to use the platforms (Lu et al., 2010). 'Structural assurances' refer to the customers' assessment of safety in a given buying context in terms of safety regulations, buying

tips, verified sellers' contact details, and customer support (McKnight et al., 1998).

The above motivations together emphasize that hedonic (*desire to be unique and nostalgic pleasure*), trust, and structural assurances are the essential motivations of shopping. While the existing studies consider hedonic, utilitarian, trust, and safety separately (e.g., Childers et al., 2001), Trevinal and Stenger (2014) capture recreation, utilitarian, trust, and safety/privacy as 'ideological motivation' of online shopping.

On the whole, economic, convenience, and ideological are three important shopping motivations. These three motivations are akin to the three hierarchy of motivations, which include activity-fulfilment (economic), demand-fulfilment (convenience), and purpose-fulfilment (ideological/hedonic and utilitarian) (Wagner and Rudolph, 2010).

3.4. Definition and dimensionality

On the basis of the above theoretical background, we define OSSM and the OSSM that stems from the existing literature as follows: "OSSM represents the composition of economic, convenience, and ideological motivations" that attempt to augment the shoppers' motivations towards online second-hand product purchases, such that OSSM refers to the sum of the shoppers' motivations. In terms of dimensionality, grounded on the existing theory (Barbopoulos and Johansson, 2017; Ferraro et al., 2016; Wagner and Rudolph, 2010) and recommendation (Guiot and Roux, 2010), which suggest that 'shopping motivation' is a multi-dimensional higher-order construct, OSSM is a third-order construct that consists of economic, convenience, and ideological motivation, each of which is a facet of OSSM, which represent separate constructs and have separate dimensions, are integral (central) parts of OSSM, but at a more abstract level (Jarvis et al., 2003). As the existing theory suggests 'shopping motivation' as a multi-dimensional construct, in which each dimension represents a different facet, the underlying construct to be measured should be formative in nature (Edwards, 2011). Jarvis et al. (2003) configure four different types of hierarchical latent variables: "Type I (reflective-reflective), Type II (reflective-formative), Type III (formative-reflective), and Type IV (formative-formative)". Based on these configurations, this study conceptualizes OSSM as a Type II (reflective-formative) model, with reflective indicators in conceptualizing and operationalizing OSSM. Within Type II configuration, this study argues that each first-order construct (e.g., price orientation, or nostalgia) possesses reflective indicators (the dimension causes the indicators). The indicators measure and describe one single dimension/construct and removing one of the indicators will not alter the meaning of the construct, thus representing a reflective measure (Edwards, 2011). Each first-order dimension then causes the unobservable higher-order second-order components of OSSM (formative measures). As the first-order dimensions are separate constructs and represent different facets of OSSM, treating them as reflective measures is a significant misinterpretation of a higher-order construct (Edwards, 2011; Lee and Cadogan, 2013). Further, in Type II model, the second-order components (e.g., economic motivation) have an impact on (cause) OSSM. Thus, this study refers economic, convenience, and ideological motivations as second-order dimensions, which have first-order factors: price orientation, bargaining power, and critical orientation (economic); usefulness and ease of use (convenience); and need to be unique, nostalgia, trust, and assurances (ideological). The following section discusses the first-order dimensions.

Price orientation refers to the customers' desire to pay less (Guiot and Roux, 2010). It plays a significant role in second-hand shopping as it provides financial benefits to the buyers (Williams and Paddock, 2003). Reduced price tag motivates the buyers towards second-hand shopping (Roux and Guiot, 2008). Bargaining power represents the customers' demand for a low price through the act of bargaining (Wagner and Rudolph, 2010). It fulfills the needs of a customer who wishes to obtain bargains and find products at a cheaper rate (Kucuk and Krishnamurthy, 2007). The online second-hand channel allows the

⁷ <http://www.newindianexpress.com/business/2016/oct/30/olxs-new-app-seeks-to-make-digital-classified-more-secure-1533191.html>.

customers to indulge in price negotiation by contacting the seller (Parguel et al., 2017). *Critical orientation* denotes the customers' avoidance of conventional channels to purchase branded products cheaper (Edbring et al., 2016; Roux and Guiot, 2008). The availability of branded second-hand goods attracts the second-hand shoppers as the shoppers have more choices to purchase a variety of valuable products at a lower price, yet not available for a discounted price in the new goods market (Joung and Park-Poaps, 2013).

Perceived usefulness refers to the customers' perception towards using a particular system as productive (Davis, 1989). Shopping through online stores is convenient since the shoppers can purchase the products at any time and day of the year (Kollmann et al., 2012). *Perceived ease of use* represents the customers' perceived use to navigate a particular website effortlessly (Davis, 1989). Information quality, system use, and system design motivate the shoppers to visit an e-commerce platform and make a purchase (Liu and Arnett, 2000).

Need to be unique refers to the customers' tendency to showcase their individuality through the acquisition of products to others (Tian et al., 2001). A few shoppers express their individuality through personal characteristics, while others express it through consumption (Paul et al., 2016). To supplement self-uniqueness, shoppers tend to find products that are rare and scarce in number, which is possible through a non-traditional second-hand platform (Guiot and Roux, 2010). *Nostalgia* refers to the customers' tendency to acquire authentic products that evoke/recollect their past memories (Baker and Kennedy, 1994). The availability of unusual items in the second-hand platform creates a hedonic pleasure in the shoppers' mind and motivates them towards purchases (Gregson and Crewe, 1997). *Trust* refers to the customers' assessment of the institution/product based on its reliability, trustworthiness, and promises delivered (Lee and Lee, 2005). Trust with the institution motivates the shoppers towards second-hand product purchases (Lee and Lee, 2005). *Structural assurances* refer to the customers' assessment of safety in a given buying context in terms of safety

regulations, buying tips, verified sellers' contact details, and customer support (McKnight et al., 1998). A buyer contacts the seller to know his location, contact address, product information, and the buyer negotiates directly with the seller. This inculcates safety in the buying process for the second-hand shoppers and motivates them to decide about buying a product (Fernando et al., 2018).

4. Methodology

4.1. Scale development

To develop a psychometrically valid scale, we followed the procedures given by prior researchers (Churchill, 1979; Hollebeek et al., 2014). The entire procedure contained five different phases with five different studies (see Fig. 1): Item generation, scale purification, scale dimensionality, scale validation, and nomological validity.

4.1.1. Phase 1 - Item generation (study 1: n = 14)

An initial pool of potential items was generated based on two popular approaches: deductive and inductive (Varshneya and Das, 2017). In the inductive approach, two focus group meetings were conducted with the online second-hand shoppers (Group A consisted of 5 men and 2 women with an age range between 19 and 25 years; Group B contained 4 men and 3 women with an age range of 30–45 years). The participants were first asked to think about their experience while buying second-hand products online. The respondents were also asked to state the reasons for shopping second-hand products from the online P2P platforms and the platform they frequent. Finally, the interviewer probed the participants to add their statements regarding their online second-hand shopping motivation (**Few transcribed responses are given in Appendix A**). In the deductive approach, the items were selected from the review of literature based on the conceptualization of the construct OSSM. Online shopping motivation and brick-and mortar

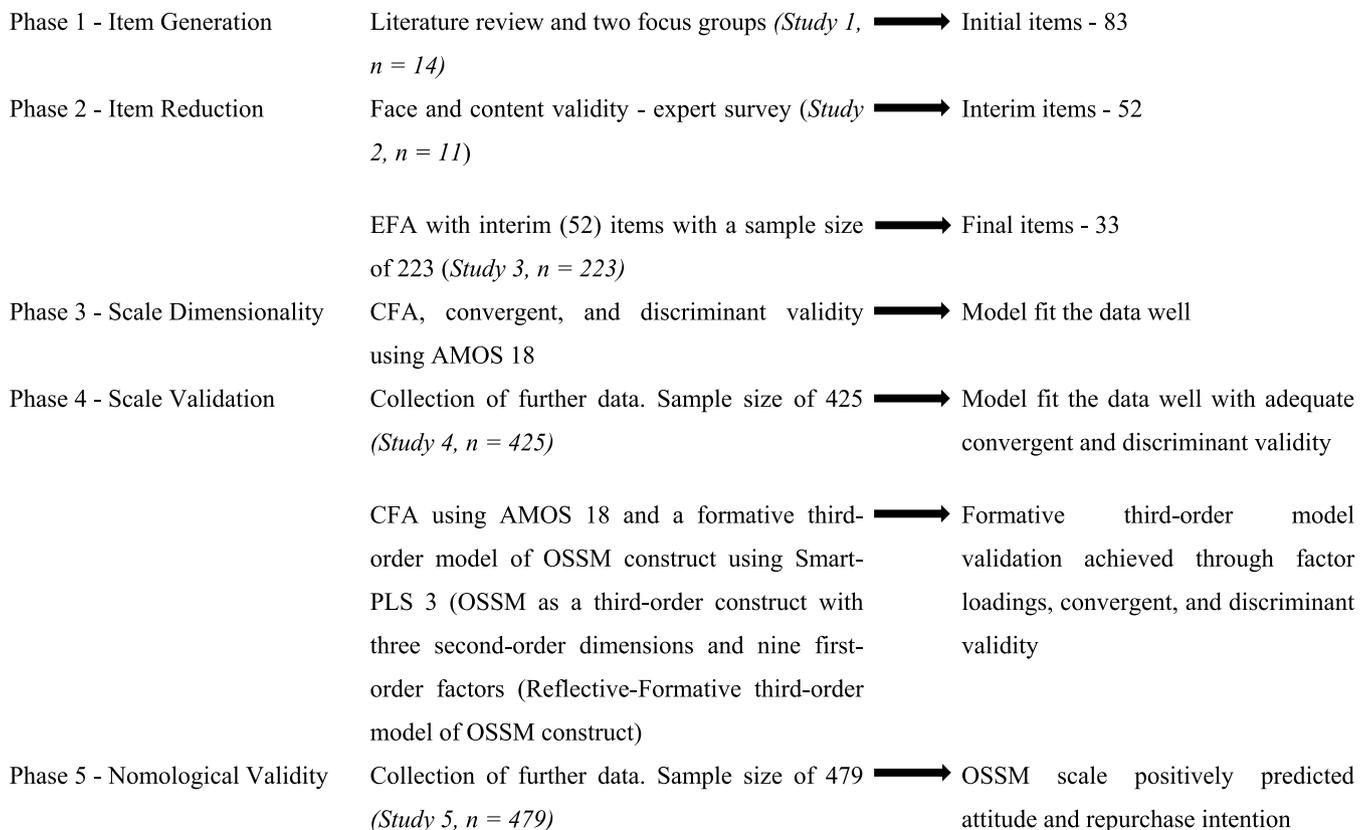


Fig. 1. Scale development process.

Table 1
Phase 2 - scale purification - EFA results - final rotated component matrix (n = 223).

Items	Components									
	PO	UE	UF	IN	AS	CO	NO	BP	TR	
PO2	.861									
PO4	.831									
PO1	.779									
PO5	.760									
UE2		.817								
UE3		.804								
UE1		.752								
UE4		.732								
UF5			.836							
UF4			.782							
UF3			.758							
UF6			.738							
IN3				.832						
IN4				.772						
IN2				.737						
IN1				.695						
AS8					.880					
AS7					.812					
AS9					.798					
AS10					.788					
CO3						.825				
CO2						.746				
CO5						.729				
CO4						.723				
NO5							.791			
NO6							.788			
NO7							.744			
BP4								.876		
BP3								.828		
BP5								.684		
TR6									.871	
TR4									.819	
TR5									.763	
Eigen Value	11.35	3.10	2.45	1.78	1.68	1.49	1.35	1.21	1.09	
Variance Explained	34.38	9.41	7.41	5.39	5.10	4.53	4.08	3.67	3.29	

second-hand shopping motivation literature were considered for the item generation. The items from the deductive approach were matched or equated to the items generated from the inductive approach. This procedure resulted in a generation of 83 initial items.

4.1.2. Phase 2 - scale purification (study 2: n = 11 & study 3: n = 223)

This phase of the study aimed to purify the OSSM scale. First, the items were reviewed for content/face validity. A panel of 11 expert judges (6 marketing professors, 2 retailers, and 3 shoppers) were given the conceptual definition and asked to retain the items based on clarity of wordings and relevancy. They assessed the representation of the items to OSSM definition and the dimension definition by rating individual items as “clearly representative,” “somewhat representative,” or “not representative”. This procedure suggested modifying a few items and removal of other items. For instance, “The products that I buy in the second-hand market are the ones that express my individuality” modified to “By buying second-hand products (online), I can express my individuality”, “I believe that the second-hand products mentioned would work as promised” modified to “Based on my experience, the second-hand products available online for purchase, will perform as promised”. A few items were candidates for removal (e.g., “I prefer to buy branded second-hand products,” “Second-hand shopping platform has good atmospheric qualities”). This procedure suggested a removal of 31 items, retaining 52 interim items.

Second, to further purify the scale, data was collected from the Indian online second-hand shoppers to identify the underlying factor structure and refine the interim items. For this purpose, the resulted items (52) were converted into a questionnaire with a 5-point Likert

scale ranging from 5 (strongly agree) to 1 (strongly disagree). We used Survey Monkey to collect the responses. A link to the questionnaire was posted for a 15-day period and no incentive was offered to the respondents. This procedure yielded 251 responses. Deletion of data for incorrect responses, age less than 18 years, and responses with no experience and no frequency of visit to the online second-hand platforms in the last six months resulted in a 223 useable data set. Appendix B shows the demographic profile of the respondents.

To examine the underlying structure of the OSSM scale, a series of exploratory factor analysis (EFA) was carried out on the 223 data. The results of KMO (Kaiser-Meyer-Olkin) showed that the sample was adequate to conduct the factor analysis. The initial EFA resulted in a thirteen-factor structure and accounted for 72.26 percent of the total variance. A few items were poorly loaded, a few dimensions were divided, and the items had communalities ranged between 0.43 and 0.85. As a next step, an iterative EFA was carried out to remove the poorly loaded items (less than 0.60) as recommended by Hair et al. (2006). The iterative EFA process resulted in a 33-item nine-factor solution with factor loadings greater than 0.60 and the final items had communalities from 0.65 to 0.88. The nine-factor solution accounted for 77.25 percent of the total variance. The item-to-total correlation ranged from 0.31 to 0.69. The Cronbach's alpha values for the combined 33-item scale was acceptable (0.94) and the individual alpha values for the nine factors were also above the threshold level of 0.70 (Hair et al., 2006). Table 1 presents the results of the final EFA. After the purification, we also compared the existing scales with the proposed new scale (Table 2).

4.1.3. Phase 3 - scale dimensionality (phase 2 study 3 data: n = 223)

This phase of the scale development aimed to confirm the factor structure obtained in the previous phase. To accomplish this, we used the phase 2 study 3 data (n = 223). The data was first examined for common method bias (CMB). Harman's single factor test was conducted and the results revealed that the variance extracted by the first factor accounted only for 37.37% of variance, mitigating CMB (Podsakoff et al., 2003). Though Harman's single factor approach can produce false positives, this test is suitable for this data as the Cronbach's alpha values were less than the upper limit of 0.95 (Fuller et al., 2016). A CFA (confirmatory factor analysis) was then performed to confirm the factor structure of the OSSM scale (nine-factor structure) using AMOS 18. As per the recommendations of Bagozzi and Yi (1988), (the acceptance of a good fit to a model needs GFI, NFI, TLI and IFI values to be greater than 0.80, CFI to be greater than 0.90, and RMSEA should be lesser than 0.08), the model fit the data well with $\chi^2_{(455)} = 712.87$, $\chi^2/\text{dof} = 1.57$, $p = .000$, GFI = 0.84, TLI = 0.94, NFI = 0.87, CFI = 0.95, IFI = 0.95, and RMSEA = 0.05. The reliability and validity of the scale dimensions were then assessed. Cronbach's alpha values for all the dimensions were above the cut-off value of 0.70 (ranged from 0.81 to 0.92) (Hair et al., 2006). Factor loadings (greater than 0.70), composite reliability (greater than 0.70), and AVE (greater than 0.50) were all above the threshold limits. Thus, convergent validity was achieved. Discriminant validity of the scale was also attained as the square root of AVE was greater than the inter-construct correlations (Fornell and Larcker, 1981). Table 3 shows the results of the CFA.

4.1.4. Phase 4 - scale validation (study 4: n = 425)

This phase purported to validate the scale again with a new set of data. A questionnaire with 33 items along with demographic questions and customer outcome variables was posted online (Lin and Lu, 2015). The link to the questionnaire was posted for a 30-day period and no incentive was offered to the respondents. The time taken to complete the survey was 15–20 min. The final useable sample was 425. Harman's single factor test was conducted to test the CMB and the results revealed that the variance extracted by the first factor accounted only for 32.83% of variance (Podsakoff et al., 2003). Though Harman's single factor approach can produce false positives, this test is suitable for this data as the Cronbach's alpha values (ranged from 0.84 to 0.92) were

Table 2
Comparison of existing brick-and-mortar second-hand shopping motivation scale dimensions with the proposed scale dimensions.

References	Conceptualization of various second-hand shopping motivation dimensions	Context
Roux and Guiot (2008)	Economic Motives	Based on distance from the system, fair price, and ethics and ecology
	Recreational Motives	Based on treasure hunting, originality, social contact, and nostalgia
Guiot and Roux (2010)	Economic Motivations	Based on fair price, and gratification role of price
	Critical Motivations	Based on distance from the system, and ethics and ecology
	Hedonic and Recreational Motivations	Based on treasure hunting, originality, social contact, and nostalgic pleasure
Ferraro et al. (2016)	Critical Motivation	Based on distance from the system, and ethics and ecology
	Economic Motivation	Based on the role of fair price, and bargain hunting
	Recreational Motivation	Based on treasure hunting, authenticity, social interaction, and nostalgic pleasure
	Fashion Motivation	Based on originality, authenticity, and uniqueness
Proposed Scale	Economic Motivation	Based on price orientation, bargaining power, and critical orientation
	Convenience Motivation	Based on usefulness, and ease of use
	Ideological Motivation	Based on need to be unique, nostalgia, trust, and assurances

less than the threshold limit of 0.95 (Fuller et al., 2016). Subsequent to CMB test, a CFA was conducted in AMOS 18. The results of the CFA showed a consistent factor structure with acceptable fit indices ($\chi^2_{(447)} = 725.34$, $\chi^2/\text{dof} = 1.62$, $p = .000$, GFI = 0.90, CFI = 0.97, TLI = 0.96, NFI = 0.92, IFI = 0.97, and RMSEA = 0.04). Values of Cronbach's alpha, factor loadings (ranged from 0.70 to 0.89), AVE (ranged from 0.60 to 0.73), and CR (ranged from 0.83 to 0.91) indicated acceptable measurement properties of the model.

4.1.4.1. Hierarchical component modeling. As a next step, hierarchical component modeling was established using Smart-PLS 3 (Wetzels et al., 2009). Smart-PLS paved the way to use formative and reflective type measurement scales. Precisely, OSSM was conceptualized as a Type II multi-dimensional third-order construct (reflective-formative type) (Jarvis et al., 2003) with and nine first-order dimensions. To validate the measurement properties of the reflective-formative higher-order index, variance-inflation factors (VIF) were checked to assess multicollinearity. All the VIFs were below the cut-off value of 5 (Hair et al., 2016). Further, the first-order and the second-order path coefficients were high and statistically significant (see Fig. 2). Cronbach's alpha (0.85–0.92), factor loadings (0.81–0.91), AVE (0.72–0.80), and CR (0.91–0.94) values were above the threshold limits, confirming convergent validity. The square root of AVE was greater than the inter-construct correlations (0.09–0.54), confirming discriminant validity. The results supported the OSSM scale as a formative third-order construct.

4.1.5. Phase 5 - nomological validity (study 5: n = 479)

This phase of the study tested nomological validity to examine whether the OSSM scale can predict other variables (Hair et al., 2006). Based on existing theories, to determine the predictive validity of the scale, we examined the effect of OSSM on potential customer response variables including attitude towards online second-hand shopping and repurchase intention.

4.1.5.1. Effect of OSSM on attitude. The existing studies suggest that online shopping creates a positive attitude among the users. For instance, convenience, ease of use, hedonic drivers, enjoyment, economic value, website, reliability and motivations are important drivers of positive attitude formation in online shopping and these determinants positively affect attitude (e.g., Celebi, 2015; Childers et al., 2001; Chiou and Ting, 2011; Escobar-Rodríguez and Bonsón-Fernández, 2017; Mathwick et al., 2001). Based on the above findings, we formulate the following hypothesis that:

H1. OSSM significantly affects attitude towards online second-hand shopping

4.1.5.2. Effect of OSSM on repurchase intention. There are various studies that find a positive influence of shopping motivation, perceived ease of use, usefulness, assurance, and price on repurchase intention or repeat purchases (e.g., Babin and Babin, 2001; Bhattacharjee, 2001; Chen et al., 2015; Ha and Stoel, 2009; Kim and Lennon, 2013; Thong et al., 2006; Zboja and Voorhees, 2006). Based on the above, we postulate that:

H2. OSSM significantly affects repurchase intention

4.1.5.3. Effect of attitude on repurchase intention. Attitude refers to the extent to which an individual has a favorable or unfavorable assessment towards an experience (Ajzen, 1991). Several studies find a positive relationship between attitude and repeat purchase or repurchase intention (e.g., Ajzen and Fishbein, 1980; Kim and Park, 2005; Solomon et al., 2014). Based on these findings, we hypothesize that:

H3. Attitude towards online second-hand shopping significantly affects repurchase intention

We examined the relationships among the variables with a new set of data. Data was collected using a questionnaire consisting of OSSM items, demographic questions, and the customer outcome variables ($n = 479$, the questionnaire was posted online for a 30-day period, and no incentive was offered to the respondents). Attitude towards online second-hand shopping was measured using five items adapted from Ajzen (1991) and Al Debei et al. (2015). Repurchase intention was measured using five items adapted from Hsu et al. (2017) and Pappas et al. (2014). All the items were measured using a 5-point Likert scale, where 1 was “strongly disagree”, and 5 was “strongly agree”.

4.1.5.4. Nomological validity analysis. The data was first examined for common method bias (CMB). Harman's single factor test was conducted and the results revealed that the variance extracted by the first factor accounted only for 35.68% of variance (Podsakoff et al., 2003). A CFA was carried out then in AMOS 18 and the results of the CFA indicated consistent results with $\chi^2_{(447)} = 812.92$, $\chi^2/\text{dof} = 1.82$, $p = .000$, GFI = 0.90, CFI = 0.96, TLI = 0.96, NFI = 0.92, IFI = 0.96, and RMSEA = 0.04. Convergent validity was ensured based on Cronbach's alpha, factor loadings, AVE, and CR values. Discriminant validity was then confirmed as the square root of AVE was higher than the inter-construct correlations. Followed by the CFA, a formative third-order

Table 3
Phase 3 - scale dimensionality - CFA results (n = 223).

Factors	Items	Loadings	t-values	Cronbach's Alpha	CR	AVE
Price Orientation (Guiot and Roux, 2010; Roux and Guiot, 2008)				0.92	0.90	0.70
I like shopping second-hand products because I feel I'm paying less	PO1	0.89	Fixed			
I feel I spend less by buying second-hand products	PO2	0.83	15.42			
I buy second-hand products because I can get them for a lesser price	PO4	0.79	13.91			
I can buy more things because I pay less while shopping for second-hand products	PO5	0.82	15.22			
Bargaining Power (Roux and Guiot, 2008)				0.87	0.87	0.70
I feel that I'm getting a bargaining power while buying second-hand products	BP3	0.87	Fixed			
Unlike the primary market, I can easily bargain for price while shopping for second-hand products	BP4	0.88	15.50			
I can buy a second-hand product for the price that I have in my mind through bargaining	BP5	0.75	12.75			
Critical Orientation (Giovannini et al., 2015; Lichtenstein et al., 1993)				0.85	0.85	0.59
I feel I can buy a branded second-hand good for a lesser price from the online second-hand market than buying it new	CO2	0.77	Fixed			
By shopping from the online second-hand market, I can get a branded product for a lesser money	CO3	0.83	12.31			
I get best value for my money while buying branded products from the online second-hand market than the new goods market	CO4	0.78	11.47			
I feel that I'm getting my money's worth while buying branded used goods	CO5	0.69	10.08			
Usefulness (Childers et al., 2001)				0.89	0.89	0.67
Shopping second-hand products online, Improves my shopping productivity	UF4	0.71	Fixed			
...Enhances my effectiveness in comparing the prices	UF1	0.80	11.11			
...Helps me to buy what I want from a wide range of available products	UF2	0.90	12.21			
...Increases my shopping ability	UF3	0.84	13.36			
Ease of Use (Childers et al., 2001)				0.92	0.92	0.75
Shopping second-hand products online, Is clear and understandable	UE3	0.85	Fixed			
...Is easy	UE4	0.91	17.81			
...Allows me to shop the way I want to shop	UE5	0.88	16.89			
...Requires less mental effort	UE6	0.83	15.23			
Need to be unique (Guiot and Roux, 2010)				0.89	0.88	0.65
By buying second-hand products (online), I can express my individuality	IN1	0.80	Fixed			
...I can buy an unusual second-hand product to tell people that I'm different	IN2	0.85	13.70			
...I buy unusual second-hand items to create a more distinctive personal image	IN3	0.86	13.88			
...An important goal in buying a second-hand product that I like is to communicate my uniqueness	IN4	0.72	10.98			
Nostalgia (Guiot and Roux, 2010)				0.84	0.85	0.66
I buy second-hand products because I find them authentic	NO5	0.84	Fixed			
I buy second-hand products because I am attracted more to old things than new ones	NO6	0.90	14.55			
I love buying second-hand products because they make me to remember the past	NO7	0.68	10.82			
Trust (Lee and Lee, 2005)				0.81	0.82	0.60
Based on my experience, the second-hand products available online for purchase, will perform as promised	TR4	0.86	Fixed			
...Fulfills my expectations	TR5	0.64	9.32			
...Are reliable	TR6	0.81	11.11			
Assurances (Gefen et al., 2003)				0.87	0.87	0.63
I feel safe to buy the second-hand products from the unknown seller as the P2P platforms provide safety tips to purchase	AS7	0.78	Fixed			
I feel safe to communicate with the seller because the P2P platforms provide verified contact details of the seller	AS8	0.88	13.51			
I feel safe to contact the unknown seller because the P2P platforms provide customer support	AS9	0.77	11.91			
I feel safe conducting business with the seller because I accessed the details of the seller through well-known, reputable P2P portals	AS10	0.73	11.21			

Discriminant Validity

Factors	PO	BP	CO	UF	UE	IN	NO	TR	AS
Price orientation (PO)	0.84								
Bargaining power (BP)	0.61	0.84							
Critical orientation (CO)	0.49	0.46	0.77						
Usefulness (UF)	0.38	0.36	0.48	0.82					
Ease of use (UE)	0.49	0.43	0.52	0.59	0.87				
Need to be unique (IN)	0.52	0.47	0.54	0.60	0.58	0.81			
Nostalgia (NO)	0.34	0.26	0.49	0.58	0.56	0.53	0.81		
Trust (TR)	0.28	0.16	0.26	0.18	0.42	0.27	0.33	0.77	
Assurances (AS)	0.41	0.25	0.24	0.12	0.32	0.34	0.20	0.32	0.80

Note: The diagonal values are the square root of AVE and the half-diagonal values are inter-construct correlations.

OSSM model along with the paths to dependent variables was formulated using Smart-PLS 3 and the outer model was first estimated. The VIF values ranged from 1.17 to 2.4, indicated no multicollinearity since the values were less than 5 (Hair et al., 2016). All the first-order and the second-order path coefficients were statistically significant and high. The outer model was also assessed for convergent and discriminant validity. Table 4 presents the outer model results.

After validating the outer model, the inner model results indicated

that the paths from the third-order factor 'OSSM' to attitude ($t = 21.96$, $p = .000$), repurchase intention ($t = 11.61$, $p = .000$), and the path from attitude to repurchase intention ($t = 4.54$, $p = .000$) were significant. Thus, H_1 , H_2 , and H_3 were supported respectively and the findings demonstrated the predictive validity of the OSSM scale. Table 5 shows the structural model results. We also compared a Type II second-order model and a third-order model of OSSM in predicting repurchase intention. OSSM as a third-order factor influenced repurchase intention ($t = 22.21$, $p = .000$) more than the second-order

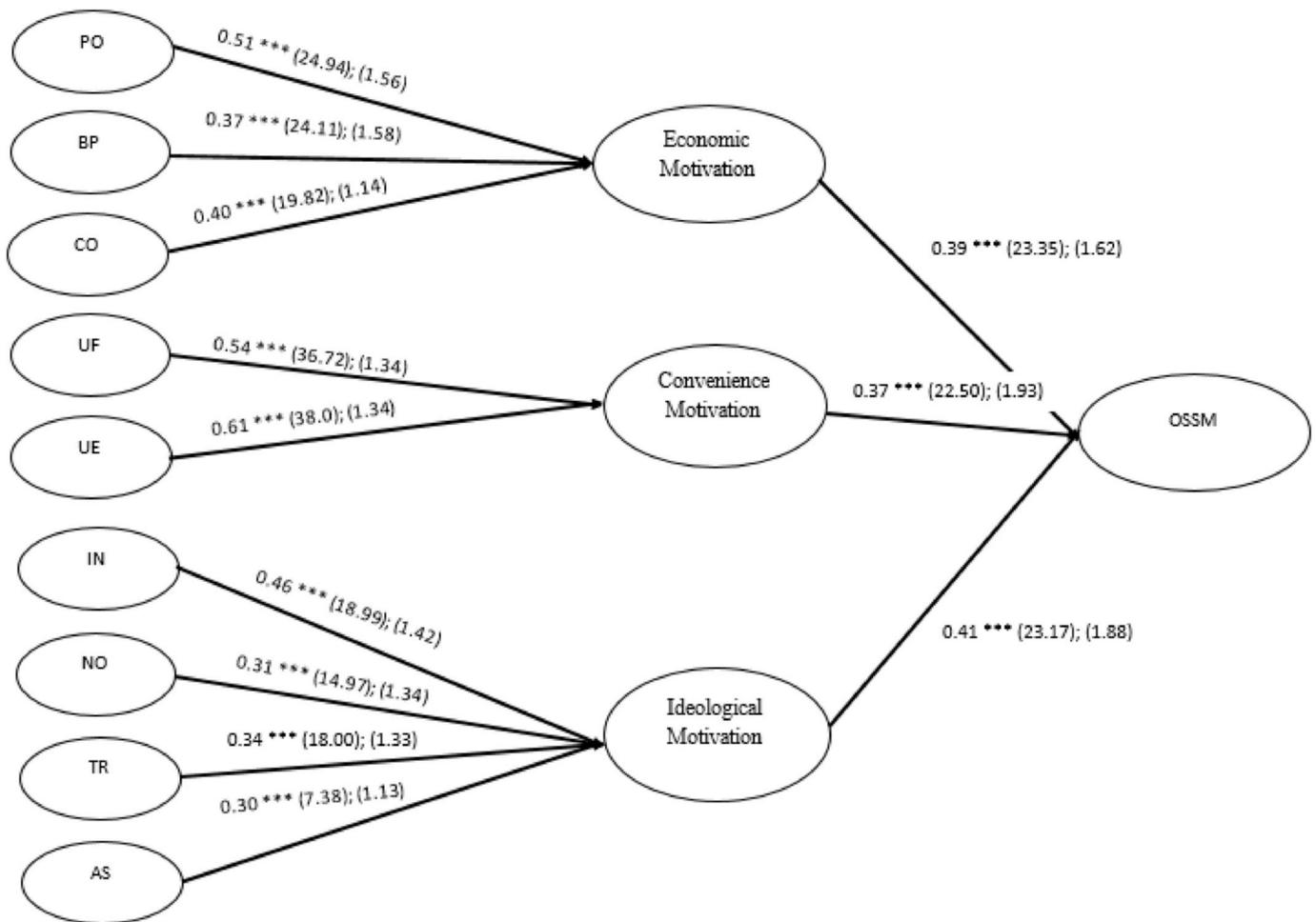


Fig. 2. Phase 4 - Results for the third-order model of the OSSM scale. Path coefficients (t-values); (VIF). ***p < 0.001.

dimensions [economic motivation to repurchase intention ($t = 5.02$, $p = .000$); convenience motivation ($t = 1.96$, $p = .051$); and ideological motivation to repurchase intention ($t = 7.86$, $p = .000$)]. We also compared the path coefficients of first-order dimensions to the second-order dimensions in both the models. The third-order model of OSSM performed well as the path coefficients were more from the first-order to the second-order components.

5. Discussion

This study introduced and conceptualized the construct OSSM, and developed a valid scale to measure it. Online shopping motivation and second-hand shopping literature serve as a basis for the theoretical foundation of the OSSM construct. This study validated the conceptualization of OSSM as a third-order formative construct with three second-order dimensions and nine first-order factors: economic (price orientation, bargaining power, and critical orientation), convenience (usefulness and ease of use), and ideological motivation (need to be unique, nostalgia, trust, and assurances). Economic motivation refers to the shoppers' desire to buy the products for a lesser price (e.g., Ganesh et al., 2010; Korgaonkar, 1984), ability to take advantage of the buying situation through bargaining (e.g., Ganesh et al., 2010; Roux and Guiot, 2008; Wagner and Rudolph, 2010), and avoidance of mainstream market to buy branded goods at a cheaper price (Roux and Guiot, 2008). Convenience motivation depicts the shoppers' attitude towards purchasing products with less effort and time (e.g., Darden and Reynolds, 1971; Gehrt and Shim, 1998; Stone, 1954; Westbrook and Black, 1985; Williams et al., 1978). Ideological motivation of a shopper

reflects his nostalgic pleasure towards buying second-hand products (e.g., Roux and Guiot, 2008; Stone et al., 1996), urge to display uniqueness (e.g., Edbring et al., 2016; Roux and Guiot, 2008), and sense of being safe to buy the products (e.g., Korgaonkar and Wolin, 1999). The OSSM scale is analogous to the theory of Wagner and Rudolph (2010), in which the shoppers have three hierarchies of motivation such as activity-fulfillment (economic), demand-fulfillment (convenience), and purpose-fulfillment (hedonic and utilitarian/ideological).

This research found a significant effect of OSSM on attitude (e.g., Childers et al., 2001), and repurchase intention (e.g., Chen et al., 2016). Reduced price, scope for bargaining, branded goods at cheaper rates, ease and effortless access of the P2P platforms, authentic items that evoke the past memories, unusual items that create uniqueness, and reliability and safety regulations provided by the P2P platforms develop positive attitude among the shoppers and persuade them towards repeat purchases (Edbring et al., 2016).

5.1. Theoretical implications

This research contributes to the growing body of second-hand shopping literature in many ways. First, as online P2P second-hand market has attained phenomenal growth in the recent past, there are few established tools to measure the shoppers' motivations towards online second-hand product purchases (Fernando et al., 2018). This study conceptualized the OSSM construct, and developed a psychometrically valid scale to measure the online second-hand shoppers' motivations with five different studies/phases, across different P2P platforms, and categories of products (electronics, furniture, two-

Table 4
Phase 5 - nomological validity - outer model results (n = 479).

Factors	Items	Loadings	t-values	Cronbach's Alpha	CR	AVE
Price Orientation				0.91	0.94	0.79
I like shopping second-hand products because I feel I'm paying less	PO1	0.90	77.70			
I feel I spend less by buying second-hand products	PO2	0.92	96.17			
I buy second-hand products because I can get them for a lesser price	PO4	0.89	57.66			
I can buy more things because I pay less while shopping for second-hand products	PO5	0.85	48.82			
Bargaining Power				0.86	0.91	0.78
I feel that I'm getting a bargaining power while buying second-hand products	BP3	0.90	75.37			
Unlike the primary market, I can easily bargain for price while shopping for second-hand products	BP4	0.90	73.70			
I can buy a second-hand product for the price that I have in my mind through bargaining	BP5	0.84	39.91			
Critical Orientation				0.85	0.90	0.69
I feel I can buy a branded second-hand good for a lesser price from the online second-hand market than buying it new	CO2	0.82	42.32			
By shopping from the online second-hand market, I can get a branded product for a lesser money	CO3	0.87	64.11			
I get best value for my money while buying branded products from the online second-hand market than the new goods market	CO4	0.84	48.20			
I feel that I'm getting my money's worth while buying branded used goods	CO5	0.79	33.33			
Usefulness				0.88	0.92	0.74
Shopping second-hand products online, Improves my shopping productivity	UF1	0.84	49.02			
...Enhances my effectiveness in comparing the prices	UF2	0.90	81.99			
...Helps me to buy what I want from a wide range of available products	UF3	0.89	75.70			
...Increases my shopping ability	UF4	0.82	39.77			
Ease of Use				0.90	0.93	0.77
Shopping second-hand products online, Is clear and understandable	UE3	0.85	46.22			
...Is easy	UE4	0.90	82.90			
...Allows me to shop the way I want to shop	UE5	0.89	73.96			
...Requires less mental effort	UE6	0.85	57.47			
Need to be Unique				0.90	0.93	0.76
By buying second-hand products (online), I can express my individuality	IN1	0.85	57.66			
...I can buy an unusual second-hand product to tell people that I'm different	IN2	0.87	60.71			
...I buy unusual second-hand items to create a more distinctive personal image	IN3	0.92	115.21			
...An important goal in buying a second-hand product that I like is to communicate my uniqueness	IN4	0.85	56.76			
Nostalgia				0.86	0.91	0.78
I buy second-hand products because I find them authentic	NO5	0.89	82.77			
I buy second-hand products because I am attracted more to old things than new ones	NO6	0.91	95.39			
I love buying second-hand products because they make me to remember the past	NO7	0.84	39.51			
Trust				0.85	0.91	0.77
Based on my experience, the second-hand products available online for purchase, will perform as promised	TR4	0.90	108.14			
...Fulfills my expectations	TR5	0.83	42.12			
...Are reliable	TR6	0.89	79.17			
Assurances				0.87	0.91	0.72
I feel safe to buy the second-hand products from the unknown seller as the P2P platforms provide safety tips to purchase	AS7	0.86	61.05			
I feel safe to communicate with the seller because the P2P platforms provide verified contact details of the seller	AS8	0.88	62.29			
I feel safe to contact the unknown seller because the P2P platforms provide customer support	AS9	0.87	61.43			
I feel safe conducting business with the seller because I accessed the details of the seller through well-known, reputable P2P portals	AS10	0.79	25.21			
Attitude				0.89	0.92	0.69
Online second-hand shopping through P2P platforms, Is positive	AT1	0.84	51.38			
...Is a best idea to buy the products	AT2	0.85	52.33			
...Is a wise decision	AT3	0.88	81.73			
...Is very useful	AT4	0.84	45.77			
...Is a pleasant thing to do	AT5	0.75	26.40			
Repurchase Intention				0.90	0.92	0.71
I will continue to shop for second-hand products through online P2P platforms in the future	RP1	0.82	44.95			
I have a strong intention to go for online second-hand shopping in the future	RP2	0.88	68.85			
I will regularly buy second-hand products through online in the future	RP3	0.81	38.21			
My intention to buy second-hand products through online is high	RP4	0.85	62.09			
If I were to buy second-hand products, I would consider buying it from the online P2P platforms	RP5	0.83	46.41			

Discriminant Validity											
Factors	PO	BP	CO	UF	UE	IN	NO	TR	AS	AT	RP
Price orientation (PO)	0.89										
Bargaining power (BP)	0.51	0.88									
Critical orientation (CO)	0.40	0.35	0.83								
Usefulness (UF)	0.39	0.43	0.38	0.86							
Ease of use (UE)	0.47	0.41	0.47	0.56	0.87						
Need to be unique (IN)	0.34	0.40	0.40	0.54	0.46	0.87					

(continued on next page)

Table 4 (continued)

Nostalgia (NO)	0.26	0.30	0.44	0.49	0.44	0.53	0.88				
Trust (TR)	0.44	0.37	0.48	0.38	0.64	0.42	0.41	0.88			
Assurances (AS)	0.31	0.27	0.21	0.26	0.35	0.30	0.17	0.34	0.85		
Attitude (AT)	0.59	0.51	0.52	0.43	0.50	0.36	0.41	0.49	0.18	0.83	
Repurchase Intention (RP)	0.48	0.42	0.50	0.42	0.59	0.50	0.38	0.69	0.36	0.61	0.84

Note: The diagonal values are the square root of AVE and the half-diagonal values are inter-construct correlations.

Table 5

Phase 5 - Nomological Validity - Inner model Results (n = 479).

Paths	Path Coefficients	t-values	p value	Decision
OSSM → Attitude (H ₁)	0.661	21.964	0.000	Significant
OSSM → Repurchase Intention (H ₂)	0.545	11.610	0.000	Significant
Attitude → Repurchase Intention (H ₃)	0.249	4.537	0.000	Significant

wheeler, and four-wheeler), and a variety of motives that direct these shoppers.

The findings reveal that OSSM is a formative higher-order construct with three second-order dimensions: economic, convenience, and ideological motivation. The items of the proposed instrument exhibit that the customers derive motivation based on many factors including reduced price, increased bargaining power, and availability of branded goods at a low price (economic motivation); purchasing the products from anywhere with less effort and time (convenience motivation); and buying authentic products that evoke the past, uniqueness fulfillment, safety, and assurances (ideological motivation).

5.2. Managerial implications

The study results revealed a set of motivations that attracts the shoppers towards second-hand markets, who intend to avoid the new goods market, thus creating a competition between new goods e-retailers and online P2P second-hand companies. Reduced price, the power to bargain, greater value for branded goods, nostalgic pleasure, uniqueness, and convenience make a clear-cut demarcation between the new and second-hand markets. The new goods e-retailers need to be aware and should take measures to retain their customers who tend to switch to the second-hand market based on all the motivations (Guiot and Roux, 2010). This implies the new goods e-retailers to continue their sophisticated customer services by offering discounts and coupons; providing right and enriched product information; and providing warranties, quick delivery and exchange, easy return policies, and sellers' ratings. This would create a positive attitude among the existing customers and enhance their future purchase intentions. On the other hand, the online P2P second-hand firms should start providing greater services through their channels to the customers/shoppers by including a description about the product durability and functionality, sellers' ratings, certifications of the product, and positive reviews about the sellers and the products, and by providing assurances for the reduced chances of a product malfunction, which are largely ignored by the online P2P second-hand firms, to attract the buyers towards the second-hand goods. Furthermore, the qualitative study with the actual online second-hand shoppers provided a few valuable insights. They are interested to buy branded products from the second-hand market, albeit the second-hand products are two to six months to one year used/old. This implies the new goods e-retailers to adjust their pricing policies and decide rationally to capture the perceived value of the buyers. They can start a P2P segment in their e-commerce for selling used goods. They can consider setting provisions for bargaining and auction for the products. By doing so, the new goods e-retailers can acquire new customers, and retain their existing customers through their extended services on the P2P segment.

The results of the study also revealed that OSSM stimulates a

positive attitude in the shoppers' mind. Thus, the online P2P second-hand firms can concentrate more on improving all the shopping attributes to create a positive attitude, which, in turn, influences the shoppers' repeat purchase behavior (Edbring et al., 2016). Overall, the findings suggest the new goods e-retailers to continue their customer services and recommend them to extend their service portfolio in the P2P category to acquire new customers and to retain the existing customers. The findings of the study also direct the online P2P second-hand firms to benchmark their customer services with the new goods e-commerce to create a positive attitude, and induce future purchase intentions among the shoppers (Parguel et al., 2017).

5.3. Limitations and future research directions

Although this research contributes to the growing body of second-hand shopping literature, there are certain limitations. This research included five different studies and a non-student sample to develop and validate the OSSM scale. Nevertheless, the sample may not be a 100% representation of the online second-hand shoppers as it is difficult to establish exclusive sample frames for the online second-hand shoppers. In addition, this research collected the responses from India and therefore, various motives of Indian online second-hand shoppers are only captured. The academicians or practitioners can capture the OSSM scale in a longitudinal setting to assess how motivation changes with time, as this research employed a cross-sectional design.

Future researchers can use the OSSM scale in a culturally/geographically distinct samples to explore the universality of the scale. The scale can also be used in developing as well as developed countries. Future researchers can use and validate the OSSM scale in various product categories (e.g., fashion, electronics, furniture, and car), different P2P platforms, and in different nations to capture homogeneity or heterogeneity. Comparing the motives across different product categories will also be a fruitful research agenda. Future research can examine the effect of OSSM across different generational cohorts, gender, income, and occupation.

This research contemplated the online second-hand buyers' perspective and future researchers can examine selling motivation from the perspectives of the online second-hand sellers. In addition, this research considered only two variables for testing the outcomes of the OSSM scale. Following prior studies (Fernando et al., 2018; Guiot and Roux, 2010), future research can investigate other antecedents and consequences of OSSM including variety seeking, frugality, recycling behavior, materialism, ethical consumption, and customer resistance. The proposed scale would serve as a benchmark measure in the area of second-hand shopping and would be useful to both conventional new goods e-retailers and online P2P second-hand firms to improve their customer services.

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Appendix A. A few Transcribed Responses - Focus Group.

Respondents	Responses
Respondent 1:	I like second-hand products because I can get a six months used smartphone for a quarter price from the market price.
Respondent 2:	I like online channels to buy a second-hand product as it gives me a lot of ranges. I can bargain with the seller for reducing the money. I have even gone to Delhi to negotiate the price of a car. I don't mind travelling 500 kms for seeing the car. If I like the product, I will contact the seller and aim to bargain.
Respondent 3:	I choose furniture and car to buy as I can modify the color and personalize them as I like than buying other stuffs like books and all.
Respondent 4:	I don't buy for environmental reason. I buy second-hand as it gives me a good product for lesser price.
Respondent 5:	I will contact the seller to send me more pictures. I will compare the same kind of products and try to choose the one that meets my requirements.

Appendix 2. Demographic profile of the respondents - Phase 2 (n = 223).

Demographic Characteristics		N	%
Gender	Male	121	54.3
	Female	102	45.7
Age	18–20	51	22.9
	21–30	70	31.4
	31–40	42	18.8
	41–50	28	12.6
	Above 50	32	14.3
Education	UG	103	46.2
	PG	71	31.8
	Others	49	22.0
Occupation	Private sector	87	39.0
	Public sector	38	17.0
	Business	27	12.1
	Student	54	24.2
	Others	17	7.6
Income	Less than 5 lakhs	80	35.9
	Above 5–10 lakhs	75	33.6
	Above 10–15 lakhs	29	13.0
	Above 15–20 lakhs	20	9.0
	Above 20 lakhs	19	8.5
Years of experience in buying second-hand products	1 year	78	35.0
	Above 1–3 years	69	30.9
	Above 3–6 years	67	30.0
	Above 6	9	4.0
Number of products bought	1 product	34	15.2
	2–3	84	37.7
	4–5	68	30.5
	More than 5	37	16.6
Types of Product	Electronics	76	34.1
	Furniture	23	10.3
	Two-wheeler	65	29.1
	Four-wheeler	39	17.5
	Others	20	9.0
P2P Platform	OLX	120	53.8
	Quikr	70	31.4
	Others	33	14.8

Appendix C. Supplementary data

Supplementary data to this article can be found online at <https://doi.org/10.1016/j.jretconser.2019.05.014>.

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