Which Motivations Influence Consumer Behavior?
: Focusing on Second-hand Distribution Platforms

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Abstract

Purpose: The no-contact and economic downturn caused by COVID-19 have further grown the used market. The second-hand trading industry has established itself as a popular consumption culture, leading to exponential growth in the size of the market. This study aims to identify the types of shopping motivation for used products targeting Korean consumers, and to examine the relationship between shopping motivations for second-hand transactions, consumption values, and re-use intentions. **Research design, data and methodology:** The first study was conducted on 63 used trading platform users and the second study was conducted on 441 used trading platform users to identify the types of consumers' motivation for shopping for used products. **Results:** As a result of the first study, the shopping motivation types of Korean used product consumers were classified into convenience motivation, economic motivation, hedonistic motivation, information Acquisition motivation, and free time utilization motivation. As a result of the second study, it was found that convenience motivation had the greatest influence on functional values and hedonic motivation had the greatest influence on emotional values, and that functional values had a great influence on platform reuse intentions. **Conclusions:** This study provides practical implications for the establishment of marketing strategies for used trading platforms and academic implications for research related to used trading.

Keywords : C2C Second-hand Distribution Platforms, Consumption Values, Involvement, Reuse Intentions, Shopping Motivation

JEL Classification Code: D12, M13, M31, O33

1. Introduction[1]

With the development of information and communication technology, various types of transactions have become possible. Sooner or later, e-commerce has become an essential platform in the world and is beginning to have a major impact on people's lifestyles. In addition, as the buyer's role expands to the sales area, the form of C2C (Customer to Customer) where buyers can sell and purchase at the same time is also gradually expanding. C2C (Consumer to Consumer) transactions, that is, direct transactions between consumers and consumers rather than products and services sold by companies, are attracting attention. The size of the C2C market has exploded worldwide over the past 20 years (Lemel, 2020). The main form of C2C trading is second-hand trading. In the B2C

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(Business to Consumer) market, consumers who do not meet their needs are willing to purchase products at a low price, or even if they pay a higher price in a situation where it is difficult to obtain a product due to out of stock or insufficient stock. For these reasons, they are turning their attention to C2C second-hand trading. The C2C second-hand trading platform enables consumers to trade not only with specialized companies with capital and infrastructure, but also with general consumers, thus promoting healthy competition and providing differentiated products and services. And consumers can generate new income by providing idle resources and receiving compensation for them. This can promote socially sustainable consumption by enhancing the economic value of idle resources (Hamari et al., 2016). The online second-hand market in Korea has grown from 4 trillion won in 2008 to 24 trillion won in 2022. The second-hand market continues to grow worldwide, and the facts are supported by statistical data and research from countries such as Japan, the United States, China, and Indonesia. The size of the second-hand market in Japan was 1 trillion yen in 2017, the size of the second-hand market in the United States was $ 29 million in 2016, and the size of the used market in China was 75,000 yuan in 2018. In Indonesia, research also reported that the second-hand market continues to grow (Fernando et al., 2018; Li et al., 2019; Hendrawan & Zorigoo, 2019). As the global used market grows, the need for second-hand trading platforms and consumer research has increased.

A number of studies related to online second-hand trading conducted until recently have explored the change in perception of second-hand trading and the growth of online second-hand trading platforms. Studies conducted on second-hand trading platform users are insignificant, and studies on consumer behavior related to used products are difficult to find. Although some studies have dealt with consumer behavior studies related to second-hand products, most have argued that traces or clues used by others have a negative effect on consumers' attitudes and purchasing behaviors based on contamination theory (Kim, 2017; Bezançon et al., 2019).

On the other hand, Kim et al. (2021) study emphasizes the positive aspects of second-hand transaction services, and suggests that the information provided by used product sellers can positively influence consumer behavior by satisfying various needs of used product buyers. did. In addition, in the study related to second-hand product shopping motivation, shopping motivation was subdivided into different types for each researcher, and the influence related to purchase behavioral intention was confirmed (Padmavathy et al., 2019; Ek Styvén & Mariani, 2020). Shopping motivations can vary according to various areas such as gender, country, age, and lifestyle, and since most transactions are made using used trading platforms, it is

important to check the effect of shopping motivations on used trading platforms. Therefore, in the context of the Korean second-hand trading platform, it is necessary to identify the Korean consumers' motivations for shopping for used products. As the two-sided effect of second-hand products on consumer behavior was confirmed through previous studies, it was attempted to identify the emotional mechanism of the influence of second-hand product shopping motivations on consumer behavioral intentions and to check the moderating effect of involvement.

2. Literature Review

2.1. C2C Used Trade Concept and Characteristics

E-commerce refers to an activity in which economic agents trade goods or services using various electronic media (Kalakota & Whinston, 1997). The form of this e-commerce can be classified according to the transaction object. Transactions between companies are classified as B2B (Business to Business), transactions between companies and individuals are classified as B2C or C2B (Consumer to Business), and transactions between individuals are classified as C2C.

The definition of C2C transaction is that an individual sells used or unwanted goods to another consumer (Lemel, 2020). Online transactions between individuals have the advantage that they are not limited by time and space compared to transactions in offline space, and anonymity and convenience are guaranteed between transaction parties. Such interpersonal transactions were conducted in open markets, auctions, and group purchases (Park, 2003). Since then, platforms that connect individuals such as open markets, social networking services (SNS), cafes, blogs, and communities have emerged, and various types of products and services have been traded. In C2C transactions, there are no restrictions on the transaction items, and everything from tangible goods to intangible services is possible (Iguchi et al., 2003). All items traded in the B2C market are completely new and used items, including items made by hand, and can be traded. Therefore, there is an advantage in that the types of products are very diverse and the choices of consumers are widened. In other words, it makes the commerce activity of buyers more efficient and effective by meeting the demand that cannot be met in B2C.

The fact that C2C second-hand trading has attracted attention has a lot to do with the emergence of the concept of 'recommerce'. Recommerce can be seen as a consumption trend that creates new value by reselling existing products. Those who own the product can enjoy another economic profit through sales even after they have sufficiently obtained the use value, and those who buy

second-hand goods can obtain products that fit their purpose at a relatively low price. value can be obtained (Lee & Lee, 2005). These C2C second-hand transactions changed the consumption behavior and consumption culture of many consumers (Chu, 2013). In conclusion, the C2C second-hand market and platform are activated to satisfy the various needs of used product consumers, and can form various shopping motivations of used product consumers.

2.2. The Relationship Between Shopping motivations for Used Products and Consumption Value

Shopping motivation is defined as the behavioral power of consumers to purchase specific services or products to satisfy their needs (Jin & Kim, 2003). According to a study by Tauber (1972), consumers have various sensory motivation and social motivation in addition to the motivation for purchasing products in shopping. In other words, consumers shop according to personal motivations such as changing mood, enjoying sensory stimuli, resolving desires, fulfilling their roles, learning new trends, social experiences, exchanges with reference groups, enjoyment of bargaining, status or power, etc. shopping according to their social motivation.

A study on shopping motivations and consumer behaviors confirmed that satisfaction of consumers' shopping motivations affects positive consumer behaviors. Westbrook and Black (1985) presented shopping motivations as utility, role performance, negotiation, choice optimization, belonging, power, and stimulus. It was verified that strong shopping motives are associated with positive emotions and satisfaction and influence store selection and preference. Childers et al. (2001) argued that consumers pursue both hedonistic and practical shopping motives in Internet shopping, and positive consumer behavior appears when hedonistic and practical shopping motives are satisfied.

In studies related to used product shopping motivations, economic motivation and hedonic motivation were typically studied (Roux & Guiot, 2008). Stone et al. (1996) also subdivided shopping motivations into unplanned/impulsive, browsing and price negotiations, enjoying the physical environment, social interaction, and product usefulness. These studies show that thrift shopping is not necessarily limited to economic reasons. In particular, Williams (2003) found that second-hand goods still dominate economic values for the low-income class, but second-hand goods have values such as fun, sociability, distinction, and discernment for other income classes. found to be intervening. Guiot and Roux (2010) added motivations such as resisting the consumer society, considering the environment, and avoiding ostentation or ostentation. In addition, social interaction (Ertz et al., 2015), trust (Lee &

Lee, 2005), sustainable choice, uniqueness (Turunen & Leipamaa-Leskinen, 2015), love of vintage goods (Yan et al., 2015) were reported to induce the purchase of second-hand products. In the study of Padmavathy et al. (2019), a measuring tool for C2C online second-hand goods shopping motivations was developed through extensive literature research on shopping motivation and offline second-hand goods purchase motivation. separated. In detail, economic motivation consists of sub-factors of price orientation, price bargaining, and value for high-end brand products. Convenience motivation consists of usefulness and ease of use, and ideological motivation consists of uniqueness, nostalgia, trust, and safety. have. And it was empirically verified that these motivations have a positive effect on C2C online second-hand purchase attitude and repurchase intention.

Combining the above prior studies, it can be seen that satisfying consumers' shopping motivations acts as an important factor in consumer behavior. These consumer attitudes and behaviors appear after values for specific objects are formed (Rokeach, 2008). Among the intrinsic values of human beings, consumption value serves as an internal standard of choice that determines consumer behavior in the consumption process, and acts as a factor determining attitude and behavior (Gallarza et al., 2011). Therefore, measuring the value related to consumption can more comprehensively understand the direction of consumers' attitudes and behaviors in the purchasing process (Holbrook, 2006).

Consumption value was categorized in various ways. In the study of Sheth et al. (1991), factors related to consumers' decision-making were constituted, and they argued that five value dimensions make different choices in various consumption environments more broadly in the range of existing consumption values. The five factors of consumption value are presented as social value, emotional value, functional value, epistemic value, and conditional value. In the study of Sweeney and Geoffrey (2001), consumption value was reconstructed into four dimensions: social value, emotional value, price-related functional value, and quality-related functional value based on the consumption value type of Sheth et al. (1991). In this study, the values that can be formed by consumers in the online second-hand trading platform environment are judged as emotional and functional values. The study was conducted focusing on the functional value, which is the value of perception. Accordingly, a research question was derived.

RQ1: What are the shopping motivations of Korean consumers of second-hand products?

RQ2: What is the difference in the effect of each type of shopping motivation for used products on

consumption value types?

2.3. The Relationship Between Consumption Value and Used Trade Platform Reuse Intention

Consumption value is one of the general values that influence consumer choice behavior, such as economics, psychology, sociology, and marketing, and refers to the value related to consumption. It is defined as the concept of being (Sheth et al., 1991). Snoj et al. (2004) defined consumption value as consumers' beliefs about the utility that consumers obtain from product acquisition, that is, value attributes that can have advantages. The consumer's consumption value is not determined by one specific value pursued by an individual in the transaction process through interaction with products and services that induce consumption experience and create value, but is formed by the simultaneous action of a plurality of different values. (Gallarza et al., 2011). The importance of these values varies depending on the situation (Kesari & Atulkar, 2016), and has the greatest influence on the cognitive process and purchasing behavior of a product or service in the process of choosing a market by consumers (Dlodlo, 2014).

The perceived value of online shopping mall users in shopping is closely related to the actual product purchase behavior and their intention to reuse the shopping mall after purchasing the product (Overby & Lee, 2006). Consumption values, which play an important role in consumer behavioral intentions, may have different effects on consumer behavioral intentions depending on the type and situation. Park et al. (2006) stated that when consumers feel positive emotions in the context of emotional value, impulsive purchase intentions about products are more active. On the other hand, Overby and Lee (2006) found that in the context of functional value, consumers mainly use online shopping malls for the purpose of successfully performing tasks of information efficiency and convenience. argued that the correlation with purchase intention could be greater. The consumption value type formed in the used trading platform is different from the consumption value type formed in general on-offline shopping malls. In the case of functional value in the used trading platform, functional value of consumers is formed for reasons such as low price and convenient shopping.

In all markets, consumer value acts as an important causal variable that determines consumer behavioral intentions, and the influence of consumption value types on consumer behavioral intentions varies according to market characteristics. Therefore, it is necessary to check the effect on the intention to reuse the platform according to the consumption value type of consumers on the online second-hand trading platform. Accordingly, the following research questions were derived.

RQ3: Is there a difference in the impact on platform reuse intentions according to consumption value types?

2.4. Moderation Effect of Product Involvement

Product involvement is defined as a persistent awareness of the importance of a product category based on the customer's intrinsic needs, values, and interests (De Wulf et al., 2001; Mittal, 1995; Zaichkowsky, 1985). Product involvement refers to the degree of importance, interest, or relevance perceived by an individual with respect to a specific product in a given situation (Dholakia, 1997; 1998). This is a central concept essential to understanding customer decision-making behavior (Chakravarti & Janiszewski, 2003; Fill, 1999).

Product involvement varies from consumer to consumer (Robertson, 1976). What is a low-involvement product for one person may be a high-involvement product for another (Tyebjee, 1979). In other words, the degree of involvement varies from subject to subject, and even if the subject is the same, it varies from person to person and also depending on the situation, Affected by individual characteristics, such as the development of the image of the self.

In a high-involvement situation, that is, in a high-involvement situation, the consumer's decision-making process is made through a wide range of decision-making that is a continuous step of searching for key evaluation factors and information (Browne & Kaldenberg, 1997). When involvement is high, consumers act with the intention of maximizing the benefits of using the product and minimizing the risks. Therefore, through more information search and information analysis, various alternatives are considered, and more time and effort are invested in making a purchase decision to be prudent. In high-involvement situations, consumers make more efforts to differentiate between counterfeit products and genuine products (Bian & Moutinho, 2008).

On the other hand, in a low-involvement situation, that is, in a low-involvement situation, buyers do not make an effort to obtain a lot of information (Chung & Zhao, 2003). A situation in which buyers make purchases regardless of their self-concept or self-worth, that is, there is little personal interest, little perceived risk even if they make a wrong purchase decision, no anxiety about the purchase result, Products for which the relationship is very sparse. Purchasing decisions for low-involvement products are made in a short time based on simple convenience or price.

Through the concept of product involvement and previous studies discussed above, it can be predicted that the values formed in consumers affect consumer behavioral intentions and may appear differently depending on product involvement. In addition, consumer values have the characteristics of diversity, and the influence of individual

values on behavioral intentions through involvement and interaction may appear differently. Accordingly, the following research questions were presented.

RQ4: Is there any difference in the effect of the interaction between consumption value type and product involvement on the intention to reuse the used trading platform?

3. Study 1

3.1. Design and Sample

In this study, the first study was conducted to identify the types of Koreans' second-hand product shopping motivations, which is research question 1. The study was conducted for 5 days from July 4 to July 8, 2022. The study subjects consisted of Korean college students who had experience using the C2C second-hand trading platform, and a total of 63 people participated in the survey.

3.2. Method

The research method was conducted in such a way that participants were presented with an open-ended statement asking which motivations of using the used trading platform was, by presenting the concept and examples of the used trading platform. The analysis of the collected data is as follows. After classifying similar common attributes through content analysis, the process of making a scale was carried out. Specifically, in order to check how sub-attributes related to second-hand shopping motivations were composed, common contents were classified and categorized. Afterwards, the task of classifying secondary sub-attributes according to categorization was carried out. In this case, in the case of inconsistent attributes, it was carried out in such a way as to be included or not included in a specific category

3.3. Results

The analysis results of Study 1 confirming Research Question 1 are as follows. The participant characteristics were 31 males (49.2%) and 32 females (50.8%) by gender, and the age was confirmed as 43 people in their 20s (68.2%) and 30s (31.8%). The average age of the participants was 28.9 years.

In Study 1, participants were asked to present and describe an open-ended statement related to shopping for used goods. As a result, the motivations for shopping for used products finally derived were classified into convenience motivation, economic motivation, hedonic motivation, information acquisition motivation, and free time utilization motivation.

4. Study 2

4.1. Design and Sample

In Study 2, the relationship between shopping leisure and consumption value for second-hand products, the relationship between consumption value and platform reuse intention, and the moderating effect of involvement were investigated. An online research company, Embrain, collected the data for this study. The survey period was 12 days from July 18 to July 29, 2022, and was conducted for 456 people using the C2C used trading platform. 441 copies were used as final data, excluding 15 copies of inappropriate and insincere responses.

4.2. Operational Definition of Variables

The operational definition of this study is as follows. Convenience motivation, which is a detailed motivation for shopping for used products, was defined as 'the motivation to conveniently find the products I need or want'. Economic motivation was defined as 'the motivation to save time and money in shopping'. Hedonic motivation was defined as 'the motivation to go shopping to relieve stress or obtain pleasure'. Information acquisition motivation was defined as 'the motivation to shop to obtain information about a specific product or brand'. Free time utilization motivation is defined as 'motivation to go shopping to pass time when there is nothing special to do'. The five measurement tools of motivation for use consisted of 19 items by modifying and supplementing the measurement tools used in the studies of Arnold and Reynolds (2003); Rohm and Swaminathan (2004) according to the purpose of this study.

Functional value, which is a detailed value of consumption value, was defined as 'the emotional value that leads to a purchase choice in pursuit of the essential function, price, convenience, and planning of a product'. Emotional value was defined as 'emotional value to get pleasure from products'. The two consumption value measurement tools consisted of 6 items by modifying and supplementing the measurement tools used in the studies of Sweeney and Geoffrey (2001); Chen and Lee (2008) according to the purpose of this study.

The intention to reuse the used trading platform was defined as 'the will to use the used trading platform again in the future'. The measuring tool used in the study of Doney and Cannon (1997); Ruiz et al. (2008) was modified and supplemented to fit the purpose of this study, and a total of 7 items were composed of the instrument for measuring the

intention to reuse the used trading platform.

Involvement was defined as 'the degree of interest in used products'. The measuring tool of involvement was composed of three items by modifying and supplementing the measuring tool used in the study of Zaichkowsky (1994); Kong and Zhang (2013) according to the purpose of this study.

4.3. Method

All metrics in this study were measured on a Likert 5-point scale (1=strongly disagree, 5=strongly agree). Two statistical programs were used for data analysis. First, using SPSS 25.0, frequency analysis, which is an analysis on the constituent factors of demographic variables, was performed. Second, SPSS 25.0 and AMOS 25.0 were used to check the reliability and validity of the measurement items. Third, an analysis was conducted to confirm the research problem using AMOS 25.0.

4.4. Results

4.4.1. Frequency Analysis

The frequency analysis results of Study 2 are as follows. The participant characteristics were 215 males (48.8%) and 226 females (51.2%) by gender, and the ages were 79 people (17.9%) between the ages of 20-30, and 85 people between the ages of 31-40 years (19.3). %), 41-50 years of age 87 (19.7%), 51-60 years of age 94 (21.3%), and 61-69 years of age 96 (21.8%). In addition, inquiries related to the use of the used trading platform are as follows. On average, participants used the used trading platform for an average of less than 1 hour per week for 113 people (25.6%), 160 people for less than 1 hour to 2 hours (36.3%), and 89 people for less than 2 hours to 3 hours (20.2%) , 38 people (8.6%) for less than 3 to 4 hours, and 41 people (9.3%) for more than 4 hours. 60 (13.6%), tablet PC 25 (.7%), and 9 others (2.0%).

4.4.2. Reliability and Validity Analysis

Reliability analysis was performed to verify the reliability of the measurement items in this study, and the reliability of the measurement items was verified using Cronbach's alpha value. Cronbach's alpha value of each variable was 0.914 for convenience motivation, 0.937 for economic motivation, 0.913 for hedonic motivation, 0.906 for information acquisition motivation, 0.910 for free time utilization motivation, 0.921 for functional value, 0.922 emotional value, 0.939 intention to reuse the used trading platform, and 0.883 degree of involvement. appear. In the field of social science, if Cronbach's alpha value is 0.7 or higher, it is judged that the reliability is relatively good. Therefore, it

was judged that the reliability of the measurement items in this study was secured. Next, factor analysis was performed to verify the validity of the measurement items. For factor analysis, principal component analysis and varimax factor rotation were used as factor extraction methods. As a result of the study, the KMO (Kaiser-Meyer-Olkin) scale of the adequacy of standard formation was 0.954, and the factor loading for the factors extracted from each variable was confirmed to be 0.5 or more, and the factors were appropriately distributed to the variables. Table 1 shows the results of reliability and validity analysis.

Table 1: Reliability and Validity analysis

Variable	Factor	Factor loading	Cronbach's alpha
Used Trade Platform Reuse Intention	q35	0.808	0.939
	q33	0.804	
	q36	0.795	
	q34	0.779	
	q37	0.740	
	q38	0.698	
	q39	0.696	
Economic Motivation	q14	0.816	0.937
	q13	0.810	
	q12	0.775	
	q15	0.758	
Free Time Utilize Motivation	q25	0.784	0.910
	q26	0.755	
	q24	0.731	
Information Acquisition Motivation	q21	0.743	0.906
	q22	0.697	
	q23	0.626	
	q20	0.579	
Convenience Motivation	q11	0.733	0.914
	q9	0.689	
	q10	0.599	
	q8	0.550	
Hedonic Motivation	q16	0.746	0.913
	q17	0.700	
	q19	0.570	
	q18	0.519	
Functional Value	q41	0.800	0.921
	q40	0.736	
	q42	0.667	
Emotional Value	q27	0.763	0.922
	q28	0.760	
	q29	0.743	
Product Involvement	q32	0.583	0.883
	q31	0.560	
	q30	0.524	
Kaiser-Meyer-Olkin sample fit index: 0.954			
Overall Cronbach' α: 0.966			

4.4.3. Confirmatory Factor Analysis

In this study, confirmatory factor analysis was performed to confirm the absolute fit index, incremental fit index, and parsimonious fit index of the measurement model, and construct reliability (CR). Looking at the model fit index, CMIN/p=573.023/0.000, CMIN/DF=1.398, RMR=0.03, GFI=0.926, AGFI=0.905, IFI=0.988, RMSEA=0.03, NFI=0.958, CFI=0.987, TLI= It was confirmed as 0.985, PGFI=0.719, PNFI=0.792, and PCFI=0.816, indicating that the overall suitability criteria were satisfied. Accordingly, the model fit can be evaluated at an acceptable level.

Following as a result of the intensive validation test, the mean variance (AVE) of each factor was 0.6 or higher, and the conceptual reliability (C.R.) was confirmed to be 0.9 or higher. Accordingly, it was judged that the convergence validity was secured. Table 2 summarizes the results of the confirmatory factor analysis.

Table 2: Confirmatory factor analysis

Factor	Variable	Estimate	S.E.	C.R.	P	AVE	CR
q11	Convenience Motivation	1				.910	.718
q10		1.043	.055	18.908	***		
q9		1.018	.042	23.962	***		
q8		1.09	.058	18.637	***		
q15	Economic Motivation	1				.932	.774
q14		1.133	.041	27.515	***		
q13		1.048	.040	26.329	***		
q12		1.002	.041	24.565	***		
q19	Hedonic Motivation	1				.907	.709
q18		1.029	.051	20.049	***		
q17		1.045	.052	20.135	***		
q16		1.059	.051	20.622	***		
q23	Information Acquisition Motivation	1				.915	.731
q22		1.087	.050	21.844	***		
q21		1.062	.049	21.594	***		
q20		0.971	.049	19.907	***		
q26	Free Time Utilize Motivation	1				.910	.772
q25		1.013	.038	26.627	***		
q24		0.9	.039	23.194	***		
q27	Functional Value	1				.929	.814
q28		0.997	.038	26.333	***		
q29		1.009	.037	27.066	***		
q32	Emotional Value	1				.925	.805
q31		1.086	.037	29.543	***		
q30		0.986	.041	24.07	***		
q33	Used Trade Platform Reuse Intention	1				.938	.687
q34		0.955	.040	23.788	***		
q35		0.935	.043	21.849	***		
q36		1.013	.047	21.738	***		
q37		1.028	.052	19.936	***		
q38		1.009	.049	20.427	***		
q39		0.945	.051	18.682	***		

CMIN/p=573.023/0.000, CMIN/DF=1.398, RMR=0.030, GFI=0.926,
AGFI=0.905, IFI=0.988, RMSEA=0.030, NFI=0.958, CFI=0.987,
TLI=0.985, PGFI=0.719, PNFI=0.792, PCFI=0.816

* p<0.1, ** p<0.05, *** p<0.01

4.4.4. Correlation Analysis

Correlation analysis was performed to verify the discriminant and predictive validity of this study. As a result of the analysis, the value of the square of the value with the greatest correlation between the variables (0.640) was lower than the smallest value (0.687) among the AVE values of each factor. In addition, it was judged that predictive validity was secured as all correlation coefficients showed a positive (+) relationship. Table 3 summarizes this.

Table 3: Confirmatory factor analysis

Variable	1	2	3	4	5	6	7	8
Convenience Motivation	1							
Economic Motivation	0.570 *** (.046)	1						
Hedonic Motivation	0.736 *** (.048)	0.701 *** (.048)	1					
Information Acquisition Motivation	0.708 *** (.047)	0.547 *** (.045)	0.734 *** (.047)	1				
Free Time Utilize Motivation	0.712 *** (.052)	0.396 *** (.045)	0.569 *** (.046)	0.684 *** (.049)	1			
Functional Value	0.538 *** (.043)	0.461 *** (.043)	0.497 *** (.041)	0.518 *** (.041)	0.479 *** (.044)	1		
Emotional Value	0.799 *** (.050)	0.597 *** (.046)	0.800 *** (.048)	0.679 *** (.045)	0.642 *** (.048)	0.539 *** (.042)	1	
Used Trade Platform Reuse Intention	0.585 *** (.043)	0.465 *** (.041)	0.533 *** (.041)	0.502 *** (.040)	0.497 *** (.043)	0.651 *** (.043)	0.659 *** (.044)	1
AVE	0.718	0.774	0.709	0.731	0.772	0.814	0.805	0.687

Note: ***p<0.01, **p<0.05 ( )is the standard error of covariance

4.4.5. Direct Effect Test

In order to confirm the research question, the fitness of the overall model was evaluated. The evaluation result is CMIN/p=591.276/0.000, CMIN/DF=1.428, RMR=0.031, GFI=0.924, AGFI=0.903, IFI=0.986, RMSEA=0.031, NFI=0.956, CFI=0.986, TLI=0.984, PGFI =0.724,

PNFI=0.798, PCFI=0.823, indicating that the overall fit criteria were satisfied.

As a result of examining the relationship between shopping motivation and consumption values for second-hand transactions (Research Question 2), it was found that convenience motivation, economic motivation, and information Acquisition motivation had a significant effect on functional value. As a result of confirming the difference in the influence of the relationship, it was found that convenience motivation (Estimate=0.216) had the greatest influence on functional value among the motivation factors for shopping for used transactions, and economic motivation (Estimate=0.171) and information acquisition motivation (Estimate=0.159) It was found to have an influence on the functional value in that order. Next, it was found that convenience motivation, hedonic motivation, and free time utilize motivation had a significant effect on emotional value. As a result of checking the difference in the influence of the relationship, it was found that hedonic motivation (Estimate=0.440) had the greatest effect on emotional value, followed by convenience motivation (Estimate=0.407) and free time utilize motivation (Estimate=0.104) on emotional value. appeared to be influential.

Subsequently, as a result of confirming the relationship between consumption value and the intention to reuse the used trading platform (Research Question 3), it was found that both functional and emotional values had a significant effect on the intention to reuse the used trading platform. As a result of checking the difference in the influence of the relationship, it was found that the functional value (Estimate=0.404) had a greater effect on the intention to reuse the used trading platform than the emotional value (Estimate=0.376). Refer to Figure 1.

4.4.6. Moderation Effect Test

In this study, multi-group analysis was conducted using the AMOS statistical program to verify the moderating effect of product involvement (Research Question 4) on the relationship between consumption value and intention to reuse the used trading platform. Product involvement was classified on a 0-5 level, and in detail, 0.0-1.99 was

classified into three groups as low involvement, 2.0-2.99 as medium involvement, and 3.0-5.0 as high involvement. Functional value → As a result of comparing the non-constrained model and the pharmaceutical model for the intention to reuse the used trading platform, it was confirmed that there was a difference at the significance level of 0.05 with $\Delta x^2(1) = 8.319$, confirming that there was a moderating effect according to the product involvement. As a result of comparing the unconstrained model and the constrained model for emotional value → intention to reuse the used trading platform, $\Delta x^2(1) = 3.292$, there was no difference at the 0.05 significance level, confirming that there was no moderating effect according to the degree of involvement. Refer to Table 4.

5. Conclusion

5.1. Discussion

This study confirmed the shopping motive types of Korean used product consumers. In addition, the relationship between shopping motive and consumption value for used products, the relationship between consumption value and intention to reuse the used trading platform, and the moderating effect of product involvement were verified for used trading platform users. The discussion of the academic and practical implications of the research results is as follows.

First, it was found that Korean used product consumers engage in second-hand transactions to satisfy convenience motivation, economic motivation, hedonistic motivation, information acquisition motivation, and free time utilize motivation. In previous studies related to shopping motives, the types of shopping motives were mainly used social motives, which are motives for forming relationships with others through shopping, including hedonistic motives, economic motives, convenience motives, and information acquisition motives (Rohm & Swaminathan, 2004; Noble, et al., 2006). The type of shopping motive of second-hand

Table 4: Moderation Effect of Product Involvement

Route & Constrained Model	Group	Estimate	S.E.	C.R.	P-value	Result
Functional Value → Used Trade Platform Reuse Intention x²=59.55, DF=32, △x²=8.319, p=0.002	Height	0.484	0.075	6.437	***	Low < Middle< Height
	Middle	0.437	0.09	4.869	***	
	Low	0.411	0.074	5.533	***	
Emotional Value → Used Trade Platform Reuse Intention x²=64.57, DF=32, △x²=3.292, p=0.001	Height	0.037	0.068	0.542	0.588	Low = Middle = Height
	Middle	0.015	0.075	0.198	0.843	
	Low	-0.092	0.177	-0.518	0.604	
Unconstrainted Model	x²=27.869, DF=34,					

Note: * p<0.1, ** p<0.05, *** p<0.01

consumers in Korea was not social motive, but motive for using spare time. These results indicate that consumers in the Korean second-hand market do not want to build relationships with other people, but rather to conveniently shop for low-cost products in their busy daily life and get pleasure in the process of obtaining various information.

Second, in the relationship between shopping motivation for used products and consumption value, functional value was found to be most affected by convenience motivation, and emotional value was found to be most affected by hedonistic motivation. In the case of the relationship between convenience motive and functional value, the increase in online shopping due to the COVID-19 pandemic over the past two years has acted as familiarity even in the endemic situation, and the use of online shopping continues to increase, and with the development of online shopping and delivery systems, As convenience increases in various areas when shopping, it is judged that it has the greatest influence on the functional value of shopping convenience.

In the case of the relationship between hedonistic motivation and emotional values, C2C second-hand trading in Korea has become a new and interesting consumption trend. It is judged that hedonistic motivation has the greatest influence on emotional value because second-hand product consumers purchase new products at the cheapest price and feel competent and fun in finding and purchasing second-hand products such as hidden gems.

Third, in the second-hand market, it was found that the intrinsic function of second-hand products and the functional value obtained from the price, convenience of shopping, and planning have a greater influence on the intention to reuse the platform than emotional values such as the enjoyment of the purchase process and consumption process. These results are consistent with the results of the study on the consumption value of online shopping malls. In the study of Overby and Lee (2006), consumers who use online shopping malls use online shopping malls for the purpose of cost saving and convenience. Similarly, in the online second-hand trading platform, the functional value of consumers is more important to the intention to reuse the platform. On the other hand, in the case of consumers who pursue emotional value, it is judged that the influence on the intention to reuse the platform is relatively low because it can be made by impulsive purchase.

Fourth, the moderating effect of product involvement in the relationship between consumption value and the intention to reuse the used trading platform appeared in the relationship between functional value and the intention to reuse the used trading platform, but did not appear in the relationship between emotional value and the intention to reuse the used trading platform. In other words, when consumers who have formed emotional values on the online second-hand trading platform purchased high-involvement products rather than low-involvement products, their intention to reuse the platform increased. On the other hand, there is no difference in the impact on the intention to reuse the platform according to the level of product involvement in consumers who have formed emotional and emotional values. Consumers make purchase decisions through more information search and comparison between alternatives the more involved the product is. For this reason, it is judged that the effect on the intention to reuse the platform is higher for consumers who have formed the value of purchasing the product practically rather than the value of purchasing the product for hedonic.

5.2. Theoretical Implications

Theoretical Implications for the results of this study are as follows. This study has academic significance in that it identified shopping motivation within the boundaries of Korean consumers and the second-hand market. The shopping motivation scale developed in this study is expected to be used as an important shopping motive measure in the study of shopping motives related to second-hand transactions in Korea. In addition, the confirmation of the influence on the relationship between shopping motivation and consumption value for used products and the relationship between consumption value and the intention to reuse the used trading platform will be an indicator that can confirm the influence of platforms in the used market in Korea as well as other countries.

5.3. Practical Implications

Through the examination of this research question, it will be helpful in establishing the marketing of the used trading platform and improving the environment. First, the second-hand trading platform provides a convenient shopping environment such as 'categorizing products for sale', 'a system to prevent disputes between sellers and buyers in the transaction process', and 'operating their own courier service' to increase the functional value of consumers. In order to increase the emotional value of consumers, it is necessary to focus on increasing the number of sellers of second-hand products, and by allowing consumers to compare and purchase various products, it will be necessary to make them feel competent and fun. Second, the online second-hand trading platform establishes a system that allows the seller to present detailed product information and a system that enhances the shopping convenience of the buyer, thereby creating a marketing strategy that enhances the functional value of consumers, and Before, you will have to devise a method such as a method to display an impulsive purchase prevention guide, and establish a marketing strategy to lower the impulse purchase. Third, a

centralization strategy and a differentiation strategy are required for consumers who have formed functional values on a platform where used products with high involvement are traded. The used trading platform needs to create a platform environment for successful used trading by enabling consumers with functional values to easily search for information.

5.4. Limitations and Future Research

This study is meaningful in that it conducted a study related to the platform of the second-hand market, where various studies were not conducted despite the rapid growth of the second-hand market, and analyzed the shopping motivation of Korean used product consumers. However, some studies have limitations. Therefore, limitations and future research are suggested as follows.

First, this study has limitations in that the study was conducted on the entire used trading platform without considering the type of online used trading platform. In

other words, in Korea, online second-hand trading platforms have different characteristics depending on the type. Depending on the used trading platform type, the transaction method (face-to-face vs. non-face-to-face), the type of product traded, and the gender and age of the main user are different, so the research results may be different from those of this study. In future research, differentiated research considering the type of used trading platform will be needed.

Second, Product involvement has the characteristic that it appears differently depending on the individual and situation. Therefore, this study measured product involvement, which is a moderation variable, and used it for analysis.

However, since each participant in the survey has a different brand or product type, it is highly likely that there is an influence of uncontrolled variables. Therefore, in future research, it is necessary to select high-involvement products and low-involvement products through research to identify products according to the level of involvement of Korean consumers, or to conduct research by classifying the level of involvement in specific brands and product groups.
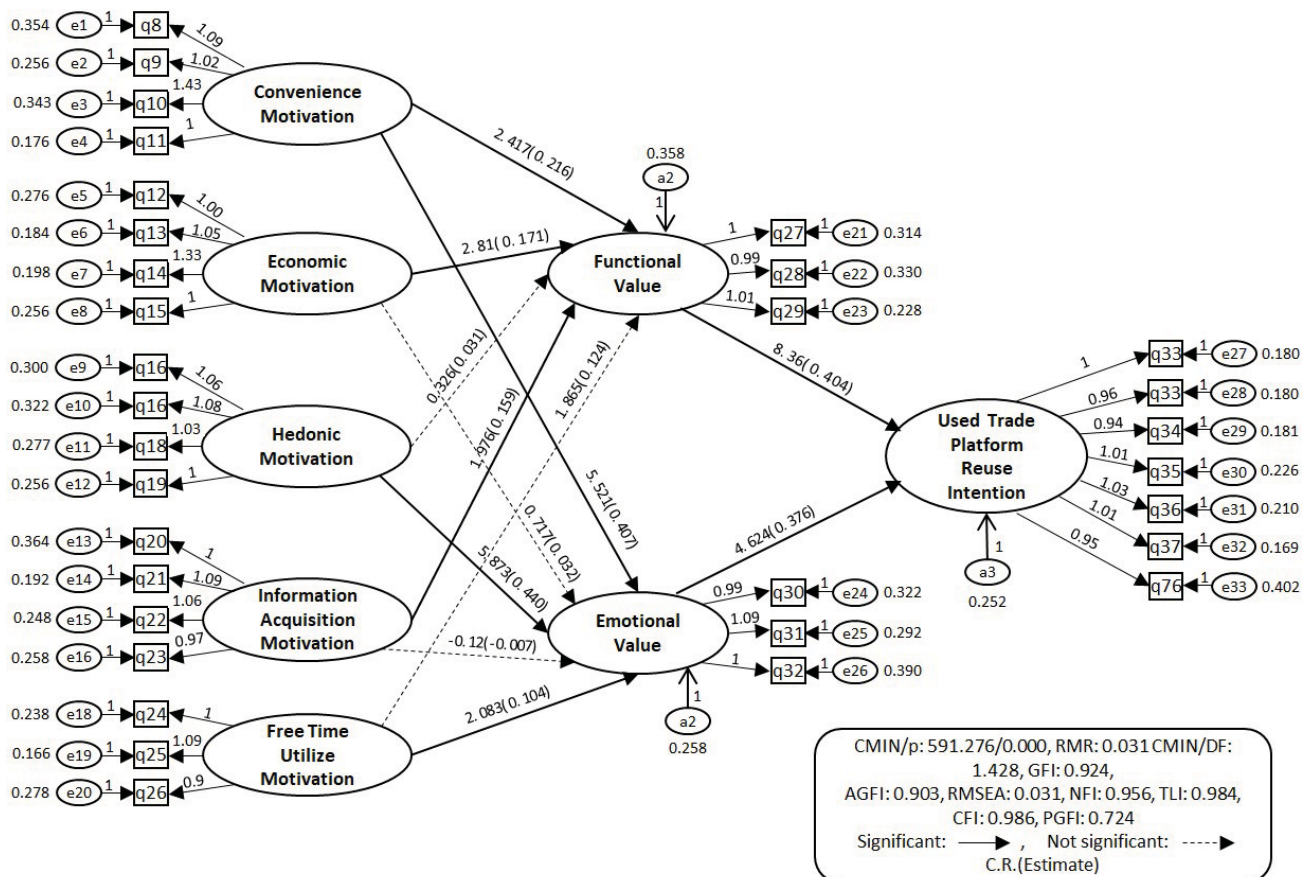

Figure 1: Path Diagram

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