(Araştırma)

THE EFFECTS OF ONLINE SECOND-HAND PRODUCT PURCHASE MOTIVATIONS ON SUSTAINABLE CONSUMPTION BEHAVIOR AND ONLINE REPURCHASE INTENTION IN CONSUMER-TO-CONSUMER ELECTRONIC COMMERCE (C2C) AND THE MEDIATING ROLE OF ELECTRONIC WORD-OF-MOUTH MARKETING[1]

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ABSTRACT

Second-hand trade, which has a long history, has grown in popularity in recent years and is increasingly being purchased by consumers. Initially, second-hand products were physically purchased from physical locations such as flea markets, spot markets, and auction shops, but they have recently begun to be purchased on electronic platforms. There are many motivations for second-hand shopping, which occurs in the form of C2C, and consumers turn to second-hand products within the context of sustainable consumption, such as economic, convenience, and ideological. This study aims to determine the effects of online second-hand shopping motivations on sustainable consumption behavior and online repurchase intention, as well as the role of E-Womm in mediating these effects. The convenience sampling method was used in the research for this purpose, and data were collected from 551 online second-hand customers using an online questionnaire created by Google Forms. According to the findings, only economic and ideological motivations positively impact sustainable consumption and E-Wom behavior. All online second-hand shopping motivations have been found to have a positive effect on online repurchase intention, while E-Wom behavior has a positive effect on both sustainable consumption behavior and online repurchase intention. Furthermore, mediation relationships yielded significant results.

Keywords: Second-Hand product, motivations, sustainable consumption behavior, repurchase intention, electronic word-of-mouth marketing

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TÜKETİCİDEN TÜKETİCİYE ELEKTRONİK TİCARETTE (C2C) ÇEVRİMİÇİ İKİNCİ EL ÜRÜN SATIN ALMA MOTİVASYONLARININ SÜRDÜRÜLEBİLİR TÜKETİM DAVRANIŞI VE ÇEVRİMİÇİ TEKRAR SATIN ALMA NİYETİ ÜZERİNDEKİ ETKİLERİ VE ELEKTRONİK AĞIZDAN AĞIZA PAZARLAMANIN ARACILIK ROLÜ

ÖZ

Uzun bir geçmişe sahip olan ikinci el ticaret, son yıllarda daha popüler hale gelmiş ve tüketiciler tarafından daha çok satın alınmaya başlanmıştır. İlk başlarda fiziki olarak bit pazarları, spotçu çarşıları, açık arttırma dükkanları gibi fiziki mekanlardan satın alınan ikinci el ürünler, elektronik platformlarda da satın alınmaya başlanmıştır. Tüketiciden tüketiciye elektronik ticaret (C2C) şeklinde gerçekleşen ikinci el ürün alışverişin temelinde ekonomik, uygunluk ve fikirsel gibi birçok motivasyonlar yer almakta ve tüketiciler sürdürülebilir tüketim kapsamında da ikinci el ürünlere yönelmektedirler. Araştırmanın amacı çevrimiçi ikinci el ürün satın alma motivasyonlarının sürdürülebilir tüketim davranışı ve çevrimiçi tekrar satın alma niyeti üzerindeki etkilerini belirlemek ve bu etkilerde E-Womm'un aracılık rolünü ortaya çıkarmaktır. Bu amaçla araştırmada örnekleme yöntemlerinden kolayda örnekleme yöntemi kullanılmış ve araştırma kapsamında Google Forms üzerinden hazırlanan çevrimiçi anket formu ile 551 çevrimiçi ikinci el müşterisinden veriler toplanmıştır. Elde edilen bulgulara göre, yalnızca ekonomik ve ideolojik motivasyonlar sürdürülebilir tüketim ve E-Womm davranışı üzerinde olumlu bir etkiye sahiptir. Tüm çevrimiçi ikinci el alışveriş motivasyonlarının, çevrimiçi yeniden satın alma niyeti üzerinde olumlu bir etkiye sahip olduğu, E-Womm davranışının ise hem sürdürülebilir tüketim davranışı hem de çevrimiçi yeniden satın alma niyeti üzerinde olumlu bir etkiye sahip olduğu bulunmuştur. Ayrıca aracılık ilişkileri önemli sonuçlar vermiştir.

Anahtar kelimeler: İkinci el ürün, motivasyonlar, sürdürülebilir tüketim davranışı, tekrar satın alma niyeti, elektronik ağızdan ağıza pazarlama

1. Introduction

In recent years, the concept of second-hand consumption has grown in popularity all over the world. Initially, lower-income consumers who could not afford to buy new products preferred the increased demand for second-hand products caused by factors such as famine, war, and crisis. However, the value of second-hand products has recently risen, and the concept of "poverty" second-hand has begun to emerge as a new style, a new fashion (Grasso et al., 2000). Until recently, second-hand product shopping took place in physical locations such as auction houses, spot markets, and flea markets and was referred to as traditional shopping. However, the development of e-commerce sites, as well as advancements in internet technology, have had an impact on second-hand shopping. In this type of electronic commerce, known as consumer-to-consumer electronic commerce (C2C), a consumer who no longer uses a product can sell it to another consumer in need at a reasonable price via a website, reintroducing idle products into use. Consumers purchase second-hand products through online C2C electronic commerce for a variety of reasons. When the literature is examined, the motivations for online second-hand shopping are generally economic (price orientation, critical orientation, and bargaining power); convenience (ease of use and usefulness); and ideological (need to be unique, trust, nostalgia, and assurance) (Williams and Paddock, 2003; Guiot and Roux, 2010; Padmavathy et al., 2019; Telli et al., 2021). Furthermore, according to some studies (Cherrier, 2012; Khurana and Tadesse, 2019; Kurtulus et al., 2021), sustainable consumption is an effective factor in consumers' propensity to consume second-hand products.

Sustainable consumption is gaining popularity on a national and international scale. Sustainable consumption refers to the use of products that meet the basic needs for a better life while reducing the use of natural resources, waste, toxic substances, and pollutant emissions without jeopardizing the needs of future generations. When shopping, consumers who are aware of sustainability tend to gravitate toward products that do not pollute the environment or nature. Consumers tend to reduce the production of new products, avoid excessive consumption, and consume second-hand products because of the environmental damage caused by waste from production and consumption. Consumers prefer second-hand products for reasons such as waste reduction and recycling. The consumption of second-hand products reduces the consumption of new products, and the reuse of old products reduces environmental damage. Environmentally conscious consumers consider environmental aspects when purchasing, using, or after using a product. Second-hand consumption promotes sustainability as an alternative mode of consumption. As a result, the relationship between second-hand and sustainable consumption serves as the study's foundation. Although many previous studies have indicated a link between sustainable consumption and second-hand consumption (Kuning et al., 2018), this link has not been investigated within the scope of the research model. As a result, the primary goal of the current study is to determine the

relationship between consumers' online second-hand shopping motivations and their long-term consumption behavior. The importance of the research is revealed by both the approach to the subject within the scope of a model and the narrow scope and limitation of the studies that approach second-hand consumption in terms of sustainability in local studies.

For this purpose, the research model incorporates online second-hand shopping motivations and sustainable consumption behavior. Furthermore, the model now incorporates online repurchase intent as well as electronic word-of-mouth marketing behavior. The first goal of the study is to define the effects of consumers' online second-hand shopping motivations (economic, convenience, and ideological motivations) on electronic word-of-mouth marketing, online repurchase intention, and sustainable consumer behavior, as well as the effects of electronic word of mouth marketing on online repurchase intention and sustainable consumption behavior, within the scope of the study's final model. The study's second goal is to investigate the role of electronic word-of-mouth marketing in mediating the effects of online second-hand shopping motivations on online repurchase intention and long-term consumption behavior.

2. Literature Review and Hypothesis Development

2.1. Online Second-Hand Shopping Motivations

Second-hand products, which were previously purchased physically in stores, have begun to be purchased over the Internet with the development of electronic commerce and, in particular, C2C. As a result, speculation has centered on what drives consumers to buy second-hand products online. Previous research (Williams and Paddock, 2003; Prieto and Caemmerer, 2013) found that consumers preferred second-hand products for economic reasons, whereas others (Bardhi and Arnould, 2005; Yan et al., 2015) found that they preferred second-hand products for environmental and personal reasons. The three broad categories of online second-hand shopping motivations are economical, convenient, and ideological (Padmavathy et al., 2019).

2.1.1. Economic Motivations

Economic motivations are one of the reasons people buy second-hand items online. When the history of second-hand products is examined, it is clear that consumers buy second-hand products for financial reasons (Guiot and Roux, 2010). Because second-hand products are less expensive than new products, they are perceived as more appealing (Williams and Paddock, 2003). Padmavathy et al. (2019) investigated the economic motivation factors influencing the purchase of second-hand products on online platforms and discovered price orientation, critical orientation, and bargaining power to be the economic motivation factors. Consumers' intention to look at product prices before purchasing them is referred to as price orientation (as cited in McCracken, 1980, Korgaonkar, 1984). One of

the primary reasons why consumers buy second-hand products is that their prices are lower than those of new products. Customers' critical orientation reflects their interactions with the main channels to purchase products at a lower cost and their environmental/ecological concerns (as cited in Kapferer and Laurent 1992, Roux and Guiot, 2008). Consumers who buy second-hand products avoid the first-hand market because they want to get branded, high-quality products at a lower price and are environmentally conscious (Edbring et al., 2016). The difficulty of obtaining desired or required products at appealing and distinctive prices and the personal pleasure that results from this situation is referred to as bargaining power. Customers who bargain for lower prices are said to want to gain bargaining power (Wagner and Rudolph, 2010). Williams and Paddock (2003) discuss the issue of gaining bargaining power through the purchase of used goods. The following hypothesis was developed;

H_1: *Economic motivations have a positive effect on online repurchase intention.*

2.1.2. Convenience Motivations

The second motivation for online second-hand shopping is convenience. According to Wagner and Rudolph (2010), one of the motivations for purchasing second-hand products online is convenience. Convenience motivates consumers to buy second-hand products from online platforms rather than physical stores because they can search for, find, and order the desired product at any time (Kollmann et al., 2012). Convenience motivations include dimensions of ease of use and usefulness. The ease of use of any application or system refers to a person's perception of it being simple/easy to use, whereas usefulness is expressed as a person's perception that using new technology will increase and improve their performance (Davis, 1989). According to Gefen et al. (2003), convenience motivates consumers who want to shop at online second-hand stores. A consumer has a behaviorally positive intention if he or she gains or perceives benefit from using a system, website, or application (Davis, 1989; Venkatesh and Davis, 2000). The hypothesis below was developed.

H_2: *Convenience motivations have a positive effect on online repurchase intention.*

2.1.3. Ideological Motivations

The third type of online second-hand shopping motivation is ideological. The ideological motivations are classified into four groups: the need to be unique, trust, nostalgia, and assurance (Padmavathy et al., 2019). The need to be unique is defined by Tian et al. (2001) as distinguishing oneself from others through the purchase of goods in order to improve people's personal and social images. Many studies have found that consumers seek out second-hand products to satisfy their desire for uniqueness (Roux and Guiot, 2008; Padmavathy et al., 2019). Baker and Kennedy (1994) define nostalgia as consumers' desire for authentic products that evoke past memories. The fact that second-hand products evoke memories

of the past, according to studies, increases the likelihood of purchasing second-hand goods (Guiot and Roux, 2010). Trust implies that a customer who buys a product or service evaluates it based on its safety, dependability, and fulfillment/non-fulfillment of promises. Consumers who shop on platforms such as C2C can develop trust by returning to a familiar website (Lu et al., 2010). Trust in second-hand products influences purchase intention and seller trust (Lee and Lee, 2005). When shopping on the Internet, the term "assurance" referred to the security of the transaction process and shared information (Cheng et al., 2014). According to Citera et al. (2005), face-to-face commerce has more unethical practices. Kim (2005) stated that individuals or businesses engaged in C2C activities should include clear security and privacy information on their websites. The hypothesis below was developed.

H_3: *Ideological motivations have a positive effect on online repurchase intention.*

2.2. Sustainable Consumption Behavior

The Sustainable Action Plan, also known as "Agenda 21 at the Earth Summit" and held in Rio de Janeiro in 1992, was the first to appear in the literature (Seyfang, 2009). Sustainable consumption is a field that reveals its distinguishing features in changing consumer behavior through complex system relations. Paavola (2001) defined sustainable consumption as the consumption behavior required to minimize negative environmental effects, which has gained prominence in recent years regarding the international environment. Environmentally conscious consumers have recently changed their purchasing habits to include products that do not harm the environment or nature. As a result, when consumers need a product, they increasingly prefer second-hand products over new products. The new generation's social awareness of bios, the environment, and natural resources is expected to increase second-hand consumption (Roux and Korchia, 2006). Modern consumers are also more environmentally conscious and work to protect the environment by supporting second-hand consumption (Grasso et al., 2000). As a result, second-hand consumption is critical for sustainability, protecting the environment and nature from society's excessive consumption and leaving a more beautiful and livable world for future generations. Environmentally conscious consumers are willing to buy used cars, furniture, clothing, and books (Craig-Lees and Hill, 2002). According to Yan et al. (2015), university students who shop at second-hand stores are more environmentally conscious than those who do not, and their purchase of second-hand products is motivated not only by their financial situation but also by their love of vintage items. Second-hand purchases reduce overall product consumption, and reusing old items reduces environmental damage. Second-hand consumer behavior influences reuse and sustainability (Kuning et al., 2018). Consumers who follow the sustainable consumption ideology take environmental factors into account when purchasing, using, and disposing of a product. As a result, as an alternative form of consumption, second-hand consumption promotes sustainability (as cited in Belz and Peattie, 2009,

Cherrier, 2012). Consumers who subscribe to this ideology prefer and are willing to purchase products from stores that they perceive to be environmentally friendly. Consumers' growing environmental and sustainability concerns lead them to purchase second-hand products, which are a better option for the environment. Sustainable consumption behavior is an effective motivator for second-hand consumption (Khurana and Tadesse, 2019). The hypotheses listed below were developed.

H_4: *Economic motivations have a positive effect on sustainable consumption behavior.*

H_5: *Convenience motivations have a positive effect on sustainable consumption behavior.*

H_6: *Ideological motivations have a positive effect on sustainable consumption behavior.*

2.3. Electronic Word-of-Mouth Marketing

Electronic word-of-mouth marketing (E-Womm) is defined as negative and positive assessments of products, services, and businesses made by existing, current, and potential customers (via the Internet) (Hennig-Thurau et al., 2004). E-Womm can be found in a variety of contexts. For example, on product review websites, blogs, social networking sites, and discussion forums, a consumer can share his or her thoughts and experiences with any product or service (Cheung and Thadani, 2012). As a result, E-Womm influences consumers' preferences for products, services, and brands, as well as their purchasing decisions (Goldsmith and Horowitz, 2006). According to some studies (Dolen et al., 2007; Gupta and Haris, 2010), consumers exposed to positive E-Womm spend more time shopping, whereas negative E-Womm negatively affects and reduces purchasing behavior (East et al., 2008). Similarly, Arnold and Reynolds (2003) stated that consumers shop with hedonic feelings, such as purchasing the best product at the best price, searching for discounted products, and bargain hunting; it has also been determined that as consumers' tendencies toward hedonic shopping motivations increase, so does their proclivity to share their experiences via E-Womm. The hypotheses listed below were developed.

H_7: *Economic motivations have a positive effect on E-Womm*

H_8: *Convenience motivations have a positive effect on E-Womm*

H_9: *Ideological motivations have a positive effect on E-Womm*

Long-term consumption and purchase intent are also linked to E-Womm behavior. Many studies have concluded that Internet sharing influences purchase intent (Luo et al., 2013; Lee and Shin, 2014). E-Womm behavior has a significant effect on repurchase intention, according to Heryana and Yasa (2020). In their

studies, Sethi et al. (2018) discovered that online reviews and shares on electronic platforms affect repurchase intention. According to Shrivastava et al. (2021), who research sustainable consumption and E-Womm, Instagram influencers encourage consumers to embrace circular fashion and sustainability. Mohammad et al. (2020) discovered in their study that E-Womm behavior regarding second-hand products affects sensitive consumption behavior in the context of sustainability. The hypotheses listed below were developed.

H_{10}: *E-Womm behavior related to second-hand products has a positive effect on online repurchase intention.*

H_{11}: *E-Womm behavior related to second-hand products has a positive effect on sustainable consumption behavior.*

2.4. Mediation Relationship

The study also looked at E-Womm behavior as a moderator in the relationship between independent and dependent variables. Many previous mediation studies have discovered that E-Womm has a mediating effect on consumer purchasing behavior (Barlas et al., 2020; Öztürk and Nart, 2021). According to Jalilvand et al. (2011), electronic word-of-mouth marketing behavior is the precursor to consumers' online purchasing behavior. E-Womm behavior, according to Kuo et al. (2013), has a mediating effect on online purchase intention. E-Womm behavior has a mediating effect on green purchasing behavior, according to Jaini et al. (2019), and consumers who are responsible for environmental issues are influenced by the information they learn through E-Womm and tend to purchase green cosmetic products. According to Junejo et al. (2020), E-Womm behavior mediates the relationship between website content and purchasing behavior. As a result, numerous studies (Sharif et al., 2016; Tien et al., 2019) have discovered that E-Womm mediates purchase intention. The hypotheses listed below were developed.

H_{12}: *E-Womm has a mediating role in the relationship between economic motivations and online repurchase intention.*

H_{13}: *E-Womm has a mediating role in the relationship between convenience motivations and online repurchase intention.*

H_{14}: *E-Womm has a mediating role in the relationship between ideological motivations and online repurchase intention.*

H_{15}: *E-Womm marketing has a mediating role in the relationship between economic motivations and sustainable consumption behavior.*

H_{16}: *E-Womm marketing has a mediating role in the relationship between convenience motivations and sustainable consumption behavior.*

H_{17}: E-Womm has a mediating role in the relationship between ideological motivations and sustainable consumption behavior.

3. Methodology

3.1. Sampling and Data Collection

The population of the study includes all Turkish consumers who buy used goods on the Internet. However, the convenience sampling method was used because reaching the entire universe is impossible. The convenience sampling method is preferred over the universe method because it collects data more easily, quickly, and cheaply. It was attempted to reach consumers with a variety of social, economic, and cultural characteristics in order for the sample to be as representative of the universe as possible. Furthermore, the Gümüşhane University Ethics Committee granted permission for the research to be carried out in a decision dated 06.01.2021 and numbered 2020/02.

Because some of the scales used in the research were in English, these scales were first translated into Turkish before being used in the questionnaire form. Two different translations were made into Turkish by a translator who is an expert in both English and Turkish languages and an academician who is an expert in the field, using translation and reverse translation methods. After reviewing the translations, it was determined that they were close to each other, and the questionnaire was created. The questionnaire was first reviewed by four academicians in order to assess the clarity, reliability, and validity of the statements in the questionnaire. As a result of the academicians' feedback, the questionnaire was created, and it was decided to test it on participants to determine the clarity of the expressions in the questionnaire. Because the data will be collected online, the survey form was transferred to Google Forms, and the survey link was distributed to 50 people at random for the pretest. Following the pretest period, it was determined that 44 participants completed the questionnaire, and factor and reliability analyses were performed on these data. As a result of the analysis, it was determined that the scales' validity and reliability levels were adequate. Following that, the data collection procedure was initiated.

To include only consumers who purchase second-hand products online, a filter question (Have you previously purchased second-hand products online?) was added to the beginning of the survey form. Participants who said "Yes" to this filter question finished the survey, while those who said "No" exited it. Between 25.10.2020 and 12.12.2020, the Google Forms survey link was activated to increase consumer participation, and the survey link was shared on social networking sites such as Instagram, Facebook, and Twitter. It was discovered during the data collection that 1248 people completed the questionnaire, but 636 answered "No" to the filter question. As a result of removing 61 missing and incorrect questionnaires from the 612 people who answered "Yes" to the filter

question, the study's sample size was set at 551 participants. The SPSS 21 and AMOS 24 programs were used to analyze the data.

3.2. Measurement Instruments

In the first section of the questionnaire, which is divided into two sections, there are scale items for the variables. Participants were asked to rate each statement on these scales on a 5-point Likert scale. The second section of the questionnaire includes demographic questions about the participants' gender, age, occupation, income, and educational status.

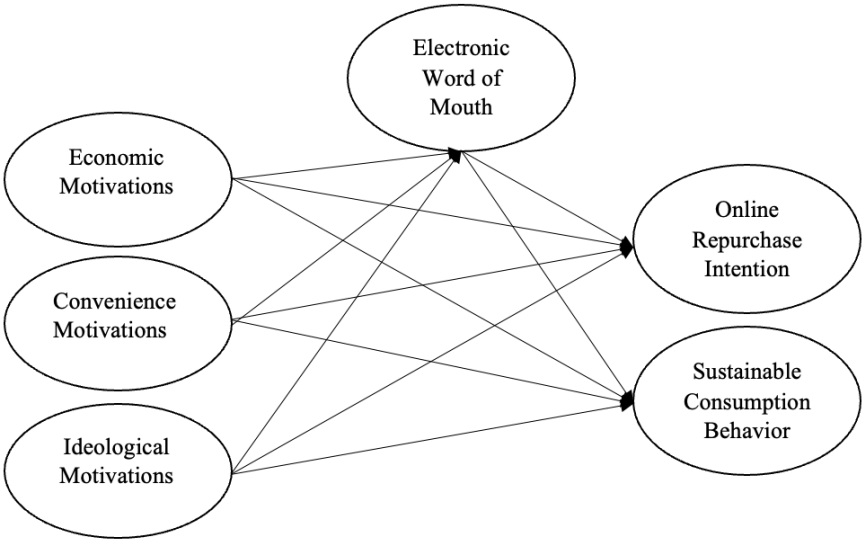

Figure 1. Proposed Model

Online second-hand purchase motivations, sustainable consumption behavior, e-womm behavior, and repurchase intention scales were used in the study. Padmavathy et al. (2019) developed an online second-hand buying motivation scale consisting of 33 statements to measure consumers' online second-hand purchase motivation; Dogan et al. (2015) developed a sustainable consumption behavior scale consisting of 17 statements to measure sustainable consumption behaviors; Ha (2002) and Chu and Kim (2011) used an e-womm scale consisting of 5 statements to measure e-womm behaviors; and Pappas et al. (2014) and Hsu et al. (2017) repurchase intention scales with 5 statements were used in their studies.

4. Results

4.1. Demographic Characteristics of Participants

The table below shows the frequency and percentage results for the demographic information of the consumers included in the study.

Table 1. Demographic Information

Gender	F	%	Marital Status	F	%
Female	270	49	Married	263	47.7
Male	281	51	Single	288	52.3
Total	551	100	Total	551	100
Age	**F**	**%**	**Income (TRY)**	**F**	**%**
17 and under	9	1.6	2,500 and below	196	35.6
18-28	230	41.7	2,501-5,000	131	23.8
29-39	244	44.3	5,001-7,500	126	22.9
40-50	57	10.3	7,501-10,000	69	12.5
51-61	9	1.6	10,001 and above	29	5.3
62 and older	2	0.4	Total	551	100
Total	551	100			
			Occupation	**F**	**%**
Graduation	**F**	**%**	Self-Employment	31	5.6
Elementary	9	1.6	State Sector	200	36.3
Secondary	14	2.5	Private Sector	93	16.9
High School	113	20.5	Retired	4	0.7
Associate	85	15.4	Housewife	21	3.8
Bachelor	175	31.8	Student	148	26.9
Master	117	21.2	Unemployed	32	5.8
Phd	38	6.9	Other	22	4
Total	551	100	Total	551	100

According to Table 1, the majority of participants are females between the ages of 18 and 39, have a bachelor's degree, work in the public sector, and have a monthly family income of 2,500 TRY or less. The results of the websites or applications where the participants in the study purchased second-hand products are shown in the table below.

Table 2. Participants' Use of Second-hand Sites

Which websites or applications did you use the most to buy second-hand products on the Internet?	F	%
Letgo.com	270	49
Sahibinden.com	101	18.3
Social media	66	11.9
Dolap.com	43	7.8
ModaCruz.com	5	0.9
Gardrops.com	3	0.5
Gittigidiyor.com	34	6.1
Zebramo	3	0.5
BebeCruz	17	3.4
Other	9	1.6
Total	**551**	**100**

Table 2 shows that nearly half of the participants (49%) buy second-hand products on Letgo.com, 18.3% on Sahibinden.com, and 11.9% on social media tools. Furthermore, it has been observed that the discriminating participants purchase second-hand products on websites that sell second-hand clothing (such as Dolap.com and BebeCruz). The table below shows which second-hand products participants buy the most on the Internet.

Table 3. Participants' Purchases of Second-hand Goods

Which second-hand products do you most frequently purchase on the Internet?	F	%
Electronic products (Phone, computer, etc.)	154	27.9
Book	28	3.2
Clothes	79	14.3
Household goods	68	12.3
Vehicle (Car, Bicycle, etc.)	61	11.5
Sporting goods	28	5.1
Baby's things	39	7.1
Musical instruments	4	0.7
Toys	36	6.5
Antique products	11	1.9
White appliances	23	4.1
Other	30	5.4
Total	**551**	**100**

Participants bought electronic products (27.9%), clothing (14.3%), household goods (12.3%), and vehicles (11.5%), according to Table 3. Furthermore, it was discovered that musical instruments (0.6%) and antique products (1.9%) were the least purchased products on the Internet.

4.2. Validity and Reliability Tests

Scale validity and reliability analyses were carried out to determine whether the proposed model structure was appropriate for the sample data. The SPSS 21 package program was used for validity and reliability analysis. The CR and AVE values were computed using Microsoft Excel formulas. The first analysis to be performed is factor analysis, and as a result of factor analysis, it is stated that the factor loads of the scale items should be 0.50 and above in some studies and 0.40 and above in other studies (Child, 2006). The Cronbach Alpha test is used to determine a factor's reliability, and a Cronbach alpha coefficient value greater than 0.70 indicates that the measurement tool used in a study is reliable (Kalaycı, 2006). Prior to testing the research hypotheses, the structural validity of each scale and its sub-dimensions was determined. The study employs convergent validity (CR) and discriminant validity (AVE) values to determine the construct validity of

the scales. The CR value should be greater than 0.70 and the AVE value should be greater than 0.50 to ensure the scale's validity (Fornell and Larcker, 1981).

Table 4. Validity and Reliability Result

Factor	Subdimension	Item	Factor Load	Cronbach's Alpha	CR	AVE
Economic Motivations	Critical Orientation	CO1	0.760	0.876	0.870	0.625
		CO2	0.799			
		CO3	0.798			
		CO4	0.805			
	Price Orientation	PO1	0.804	0.859	0.860	0.607
		PO2	0.804			
		PO3	0.807			
		PO4	0.696			
	Bargaining Power	BP1	0.823	0.893	0.889	0.728
		BP2	0.881			
		BP3	0.854			
Convenience Motivations	Ease of Use	EU1	0.767	0.872	0.876	0.638
		EU2	0.846			
		EU3	0.805			
		EU4	0.774			
	Usefullnes	US1	0.746	0.861	0.870	0.626
		US2	0.848			
		US3	0.802			
		US4	0.765			
Ideological Motivations	Need to be Unique	NU1	0.861	0.957	0.939	0.794
		NU2	0.919			
		NU3	0.907			
		NU4	0.877			
	Assurance	AS1	0.754	0.880	0.837	0.632
		AS2	0.874			
		AS3	0.879			
		AS4	0.869			
	Nostalgia	NO1	0.818	0.906	0.892	0.735
		NO2	0.877			
		NO3	0.875			
	Trust	T21	0.796	0.935	0.909	0.715
		TR2	0.847			
		TR3	0.738			

Sustainable Consumption Behavior	Environmental Awareness	EA1	0.757	0.854	0.876	0.587
		EA2	0.791			
		EA3	0.820			
		EA4	0.764			
		EA5	0.694			
	Unnecessary Purchasing	UP1	0.730	0.858	0.896	0.634
		UP2	0.853			
		UP3	0.768			
		UP4	0.846			
		UP5	0.776			
	Saving	SA1	0.820	0.886	0.884	0.657
		SA2	0.852			
		SA2	0.827			
		SA4	0.739			
	Reusability	RE1	0.770	0.804	0.845	0.645
		RE2	0.844			
		RE3	0.793			
Electronic Word of Mouth Marketing		EW1	0.761	0.874	0.917	0.649
		EW2	0.842			
		EW3	0.846			
		EW4	0.838			
		EW5	0.793			
Repurchase Intention		RI1	0.808	0.894	0.922	0.703
		RI2	0.856			
		RI3	0.823			
		RI4	0.865			
		RI5	0.840			

Table 4 clearly shows that the reliability levels of all research scales are greater than 0.70, indicating that all scales are reliable. Furthermore, all the CR values are greater than 0.70, and the AVE values are greater than 0.50. All factors' convergent and discriminant validity values are at the appropriate level, ensuring validity. When the number of scale sub-dimensions in a study exceeds one, the "item parceling technique" is used, which was also preferred in the research. As a result, the economic motivations scale was reduced to three items by using the item parceling technique on multidimensional scales, the convenience motivations scale was reduced to two items, the ideological motivations scale was reduced to four items, and the sustainable consumption behavior scale was reduced to four items. In the item parceling technique, the parcel is signed as the sum or average of two or more statements, responses, or behaviors. The parceling technique entails adding the sum and averages of this expression, response, or behavior to calculate the parcel values, which are then used in the Structural Equation Model (SEM) (Little et al., 2002). According to Bandalos (2002), the item parceling technique produced better results, especially when analyzing multi-item scales.

4.3. Confirmatory Factor Analysis

After using explanatory factor analysis to discover the factor structures of the scales in a study, confirmatory factor analysis (CFA) with AMOS is used to validate the factor structures. Fit index values are used in CFA to determine whether the structural model's results are meaningful. Generally, the fit indices most commonly used in the literature are X2/df, GFI, AGFI, CFI, and RMSEA (Jöreskog and Sörbom, 1984). While some of the scales used in the study have only one dimension, others have multiple dimensions. As a result, the study used both first-level and second-level CFA models.

Table 5. CFA Index Values

Variables	X^2/df	GFI	AGFI	CFI	RMSEA
Economic Motivations	2.202	0.972	0.954	0.987	0.047
Convenience Motivations	4.248	0.966	0.936	0.975	0.077
Ideological Motivations	4.408	0.920	0.885	0.966	0.079
Sustainable Consumption Behavior	2.153	0.950	0.933	0.970	0.046
Electronic Word of Mouth Marketing	3.177	0.995	0.966	0.997	0.063
Repurchase Intention	4.657	0.967	0.916	0.973	0.078
Fit Index	X^2/df	GFI	AGFI	CFI	RMSEA
Good	≤3	≥0.90	≥ 0.90	≥0.97	≤0.05

When the CFA results for the scales were examined, it was discovered that all of the obtained values were within the range of good and acceptable fit index values, and the factor structures of the scales were confirmed.

4.4. Testing Research Hypotheses

The effects of independent variables on dependent variables are investigated in SEM analyses. In addition, an additional variable can be introduced into the SEM analyses, altering the relationship between the variables in the research model and the direction of the effect. If the effect of the independent variable on the dependent variable decreases, partial mediation can be mentioned; full mediation can be mentioned if the effect of the independent variable on the dependent variable becomes meaningless (Rucker et al., 2011). The latent variable in an SEM-based research model should have at least two or more observed variables. As a result, the observed variables used within the model's scope are satisfactory. Figure 2 depicts the SEM-tested research model.

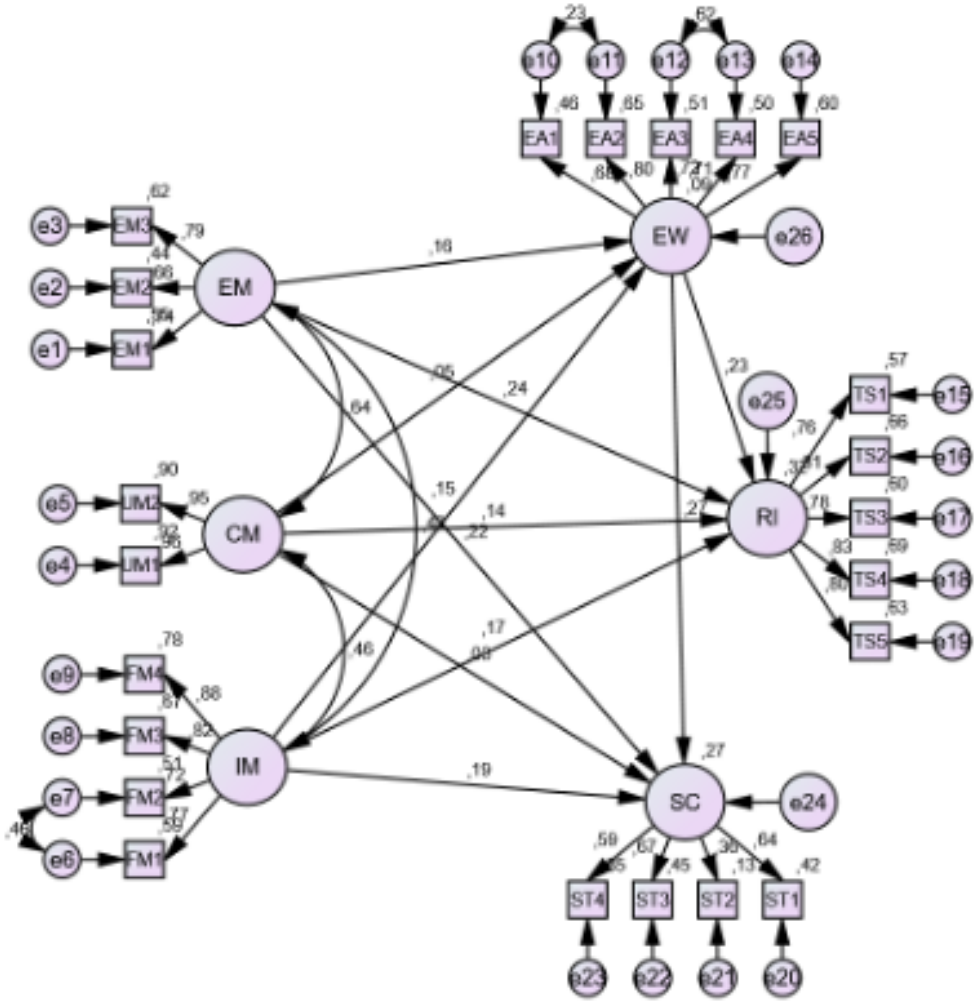

Figure 2. SEM Results

Changes are visible, as shown in Figure 2. First, covariance connections between the research's independent variables were established in accordance with the proposed modifications. The covariance between e12-e13, one of the E-Womm behavior scale error terms, was then calculated. In accordance with the second modification proposed following the analysis, covariance was formed between e6-e7, one of the error terms of the ideological motivations scale. The analysis produced the covariance between e10-e11, which is one of the error terms of the E-Womm behavior scale. Examining the covariance connections formed as a result of the proposed changes reveals that all covariance connections are formed between the error terms of the same factor's items. Table 6 shows the fit index values (a result of the modifications).

Table 6. Model Goodness of Fit Statistics

Model Fit Indices	Good Fit Value	Acceptable Fit Value	Model Fit Value
X^2	P>0.05 (unsignificant)		447.265
df			213
X^2/df	X^2/df <3	3<X^2/df <5	2.100
RMSEA	RMSEA<0.05	0.05<RMSEA<0.08	0.045
CFI	CFI>0.95	0.95>CFI>0.90	0.966
GFI	GFI>0.95	0.95>GFI>0.90	0.932
NFI	NFI>0.95	0.95>NFI>0.90	0.937
TLI	TLI>0.95	0.95>TLI>0.90	0.960
IFI	IFI>0.95	0.95>IFI>0.90	0.966
AGFI	AGFI>0.90	0.90>AGFI>0.85	0.912

When the model fit indices are analyzed in aggregate, it is possible to conclude that the model has acceptable and good fit values, resulting in a high level of fit for the research model. The SEM was used to examine the research hypotheses, and the results of the hypothesis tests are shown in the table below. The table also contains the direct and indirect effect values that will be used to evaluate the hypotheses. The p values were calculated to determine whether or not the research hypotheses were significant. As a result, the p<0.05 significance level was used, and hypotheses with p values less than 0.05 were accepted as significant, while hypotheses with p values greater than 0.05 were rejected. The findings in relation to the research hypotheses are summarized in Table 7.

Table 7. Hypothesis Test Results

Hypotheses	Direct Effect	Indirect Effect	Mediator Effect	Boot-strap Lower Bounds	Boot-strap Upper Bounds	p	Result
H1: EM→RI	0.238					*	Supported
H2: CM→RI	0.142					0.015	Supported
H3: IM→RI	0.166					0.001	Supported
H4: EM→SC	0.218					0.007	Supported
H5: CM→SC	0.033					0.638	Rejected
H6: IM→SC	0.193					0.002	Supported
H7: EM→EW	0.163					0.034	Supported
H8: CM→EW	0.054					0.426	Rejected
H9: IM→EW	0.151					0.011	Supported
H10: EW→RI	0.228					*	Supported
H11: EW→SC	0.267					*	Supported
H12: EM→EW →RI		0.037	Partial	0.008	0.068	0.030	Supported

H13: CM→EW→RI	0.012	No Mediation	-0.017	0.038	0.587	Rejected
H14: IM→EW→RI	0.034	Partial	0.014	0.068	0.010	Supported
H15: EM→EW→SC	0.043	Partial	0.011	0.075	0.041	Supported
H16: CM→EW→SC	0.014	No Mediation	-0.018	0.047	0.552	Rejected
H17: IM→EW→SC	0.040	Partial	0.014	0.079	0.016	Supported

When Table 7 is examined, the H5, H8, H13, and H16 hypotheses are rejected, while the other hypotheses are accepted at the $p<0.05$ significance level. It is determined that economic motivations have a 16.3% effect on E-Womm behavior, ideological motivations have a 15.1% effect, and convenience motivations have no effect. Economic motivations had a 23.8% effect, convenience motivations had a 14.2% effect, and ideological motivations had a 16.6% effect on online repurchase intention. Economic motivations had a 21.8% effect on sustainable consumption behavior, ideological motivations had a 19.3% effect, and convenience motivations had no effect. Furthermore, it was determined that E-Womm behavior has a 22.8% effect on online repurchase intention and a 26.7% effect on sustainable consumption behavior. When E-Womm behavior is added as a mediator variable between economic motivations and online repurchase intention, the effect between the variables decreases (03%) and there is a partial mediator effect in this relationship; when added as a mediator variable between ideological motivations and online repurchase intention, the effect between the variables decreased (03%) and there was a partial mediator effect in this relationship; when it is added as a mediator variable between economic motivations and sustainable consumption behavior, the effect between the variables decreases (04%) and there is a partial mediator effect in this relationship; when added as a mediator variable between ideological motivations and sustainable consumption behavior, it was appointed that the effect between the variables decreased (03%) and there was a partial mediator effect in this relationship. It has been determined that when E-Womm behavior is added as a mediating variable between convenience motivations and online repurchase intention and between convenience motivations and sustainable consumer behavior, there is no mediating effect in both relationships. The degree of mediating effect is determined using the bootstrap confidence interval values (Reutter and Bigatti, 2014). The upper and lower limit values of the Bootstrap confidence interval must be less than or greater than zero in order to say that the mediating effect between the two variables is significant (Preacher and Hayes, 2008). When the table is examined, it is clear that the upper and lower bounds of the Bootstrap confidence intervals for the hypotheses with partial mediation are greater than zero. The lower and upper limit values of the Bootstrap confidence interval are smaller and larger than zero in the hypotheses that conclude there is no mediation.

5. Discussion and Conclusion

When the impact of online second-hand shopping motivations on online repurchase intentions is examined, it is determined that all online second-hand shopping motivations positively and significantly impact online repurchase intention. It has been determined that the economic, convenience, and ideological motivations of internet buyers of second-hand products positively and significantly impact their intention to repurchase second-hand products online. Many studies (Kim and Lennon, 2013; Bashir et al., 2016) have found that price is one of the most important factors influencing a product's repurchase. Economic satisfaction influences online repurchase intention among customers of popular C2C e-commerce sites in China, according to Chen et al. (2017). Numerous studies in various fields have concluded that convenience motivations influence purchase intention (Zhang and Chen, 2018; Shrivastava et al., 2021; Telli et al., 2021). Padmavalty et al. (2019) concluded that all economic, convenience and ideological motivations positively and significantly affect online second-hand product repurchase intention. As a result, the findings are consistent with numerous studies published in peer-reviewed journals.

When the effects of online second-hand shopping motivations on sustainable consumption behavior are investigated, it is concluded that economic and ideological motivations have a positive and significant effect, whereas convenience motivations do not. According to the study on the relationship between second-hand consumption and sustainability (Çetin and Gül, 2018), second-hand consumption is one of the factors influencing consumers' sustainable consumption behavior. According to Waight (2013), sustainable consumption is achieved by avoiding using additional resources. Many studies have found that environmentally conscious consumers prefer to buy used goods (Parguel et al., 2017; Laitala, 2018). On the other hand, Clausen et al. (2010) found no correlation between consumer second-hand product shopping on eBay and environmental protection. As a result, the ease of use or benefits of second-hand product purchasing sites does not affect sustainable consumption behavior. The findings of the study also lend support to the literature.

When the effects of online second-hand shopping motivations on E-Womm behavior were investigated, economic and ideological motivations were found to have a positive and significant effect, whereas convenience motivations had no significant effect. Consumers who buy second-hand products at low prices on the Internet or gain bargaining power in this manner are more likely to share these benefits with others because economic motivations include bargaining power, price, and critical orientations. Consumers engage in E-Womm behavior to gain economic benefit, improve their self-image, and gain social status, according to Hennig-Thurau et al. (2004). (perceived as an expert by others). According to Arnold and Reynolds (2003), consumers shop with hedonic emotions, such as buying the best product at the best price, searching for discounted products,

and bargain hunting, and it has been determined that as consumers' inclinations toward hedonic shopping motivations increase, so does their proclivity to share their experiences via E-Womm. The usefulness and ease of use provided by a website or application where consumers buy second-hand products have been determined to have no effect on E-Womm behavior. The convenience motivation, which allows consumers to shop on social media whenever and however they want, has no effect on E-Womm behavior, according to Köysüren and Külter Demirgüneş (2019). Furthermore, ideological motivations such as uniqueness and nostalgia have been shown to positively and significantly impact E-Womm behavior. According to research (Triantafillidou and Siomkos, 2014; Ford et al., 2018), nostalgically positioned brands increase consumers' purchase intentions and E-Womm behaviors. When the results are taken together, it is clear that the hypothesis results support the literature.

When the effects of E-Womm behavior on online repurchase intention and sustainable consumption behavior were investigated, it was discovered that E-Womm behavior had a positive and significant effect on both of these outcomes. Many studies on E-Womm behavior and purchase intent have concluded that Internet sharing influences purchase intent (Luo et al., 2013; Lee and Shin, 2014). In their studies, Sethi et al. (2018) discovered that online reviews and shares on electronic platforms have an effect on repurchase intention. Furthermore, consumers who see or read positive posts about second-hand products on electronic platforms are more likely to consume second-hand products in the context of sustainable consumption. According to Srivastava et al. (2021), Instagram influencer referrals encourage consumers to embrace circular fashion and sustainability. In contrast, Mohammad et al. (2020) discovered that the E-Womm behavior of second-hand products influences sensitive consumption behavior in sustainability. As a result, the finding that E-Womm behavior influences online repurchase intention and sustainable consumption behavior are consistent with previous research.

Significant results were obtained when the results of the mediating role of E-Womm behavior in the relationship between online second-hand shopping motivations, online repurchase intention, and sustainable consumption behavior were examined. Many previous studies have found that E-Womm has a mediating effect on consumer purchasing behavior (Barlas et al., 2020; Oztürk and Nart, 2021). According to the study's findings, E-Womm mediates the effect of economic and ideological motivations on online repurchase intention, but it has no effect on convenience motivations. As a result, the impact of economic and ideological motivations on online repurchase intention is influenced by E-Womm behavior. Jalilvand et al. (2011) discovered that E-Womm behavior is a precursor to online purchasing behavior among consumers. E-Womm behavior has a mediating effect on green purchasing behavior, according to Jaini et al. (2019), and consumers who are responsible for environmental issues are influenced by the information they learn through E-Womm and tend to buy green cosmetic products.

E-Womm behavior was discovered to partially mediate the relationship between economic and ideological motivations and sustainable consumption behavior, whereas convenience motivations have no role. As a result, E-Wom behavior reflects some of the impacts of economic and ideological motivations on long-term consumption. It has been determined that participation in electronic media media media moderates the effects of economic and ideological motivations on consumers' long-term consumption behavior. According to these percentages, consumers buy second-hand products to engage in sustainable consumption. Furthermore, E-Womm has no moderating effect on the effect of the usefulness and ease of use of sites where consumers can buy second-hand products on long-term consumption behavior.

When the findings are considered collectively, it is clear that second-hand consumption is important in terms of sustainable consumption, and economic motivations such as price and bargaining power are the driving forces behind consumers purchasing second-hand products over the Internet. Furthermore, it is understood that consumers turn to second-hand products as a result of nostalgia for the past, a desire to be unique in order to distinguish themselves from others, and the confidence and assurance motivations provided by C2C electronic commerce sites or applications. The usefulness and ease of use provided by the electronic commerce site or mobile applications where the second-hand product is purchased lead consumers to purchase second-hand products from the Internet again, but there is no relationship between sustainable consumption and sustainable consumption behavior. Furthermore, it has been established that electronic platforms, which are widely used today, mediate sustainable consumption behavior with the purchase of second-hand products and that consumers repurchase second-hand products from the Internet and engage in sustainable consumption behavior as a result of sharing the benefits of purchasing second-hand products from the Internet in electronic media. As a result, E-Womm is an important factor in instilling sustainable consumption awareness in consumers, preventing excessive consumption in this direction, and ensuring second-hand consumption.

6. Limitations, Future Research and Managerial Implications

Aside from the important findings of the study, there are some limitations. The findings are limited to the participants who completed the questionnaire and cannot be generalized. The study attempted to be conducted on consumers who purchased second-hand products on the Internet in Turkey, but due to the Covid-19 pandemic, which affected the entire world, a face-to-face survey was unable to be conducted. Another significant limitation is the use of the questionnaire technique rather than other data collection methods, such as interviewing or observing experts in the field. Future research can look at the second-hand issue through the eyes of the sellers, and the motivations of the sellers to sell second-hand products can be investigated and examined in terms of sustainable consumption behavior. Furthermore, because the survey method was used in this study, future

researchers may want to conduct in-depth interviews with consumers who buy second-hand products on the Internet. Furthermore, because this study included consumers who purchased a variety of goods online, future researchers may be advised to focus on customers of a specific product line. Differences in sustainable consumption behaviors can also be investigated based on consumer demographic characteristics.

The findings are expected to be useful to e-commerce site managers, marketers, and government officials. The research findings can be used by those in charge of marketing electronic commerce sites to develop marketing strategies, policies, and messages. The important relationship that emerges from evaluating second-hand consumption within the context of sustainable consumption, in particular, can significantly contribute to the promotion of second-hand consumption in determining future government sustainability policies. Government officials or non-governmental organizations can also create projects and hold events about sustainable and second-hand consumption and train consumers about second-hand use and adopting sustainable consumption behaviors. Furthermore, the importance of E-Womm, one of the research's key findings, should be considered by both businesses and governments. E-Womm strategies are important in raising consumer sustainability awareness, encouraging them to engage in sustainable consumption behavior, and recommending second-hand consumption in this context. It is suggested that new startups planning to operate in the C2C space understand online second-hand shopping motivations correctly, develop their product, sales, and communication policies within the framework of these motivations, and operate by emphasizing sustainable consumption in their marketing messages.

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