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FACTORS THAT INFLUENCE THE BUYING DECISION OF SECOND-HAND CLOTHES: EVIDENCE IN THAILAND

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Abstract

As second-hand clothes are one of the most popular items, the competition is quite intense. The objective of this research was to study marketing mix factors and factors of product trust influencing the buying decision of second-hand clothes. The data were collected from the samples of 400 buyers of second-hand clothes in Chumphon Province, Thailand, using the questionnaire as the research tool. The data were analyzed using percentage, mean, standard deviation, and multiple regression analysis. The research results revealed that the marketing mix factors consisted of the product, place, promotion, people, physical evidence, and process. The factors of product trust consisted of quality, image, and brand. These influence the buying decision of second-hand clothes of the sample group with statistical significance at the 0.05 level. Therefore, entrepreneurs should pay great attention to such factors.

Keywords: Marketing Mix, Trust, Decision, Second-Hand Clothes, Customers

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Introduction

Clothes in the past had physical function mainly for covering and warming the body. However, nowadays clothes can reflect the image and identity of the wearers well. As a result, people today including Thai people turn to pay attention to dress to indicate their identity and show their own image more. It could be observed from the year 2014 that the total value of cloth purchases of Thai people was about 2,763 million baht and people bought more clothes by an average of 3% every year continuously. It was estimated that by the year 2020, the purchase of clothes would be worth up to 3,186 million baht. More than 58% of the Thai population buy clothes about once or more per month (Positioning, 2014). The results of a survey conducted by the Kaidee website found that Thai people are increasingly interested in the second-hand market. There are more than 2,000,000 items for sale with a total value of more than 80 billion baht. 40% of the offered products can be sold within 3 days. On average of every 17 seconds, there is 1 item sold at Kaidee. Women's clothing is the third most active product category after cars and mobile phones, respectively (Sanook, 2017). Regarding the value of the second-hand clothing market in the world back 10 years ago, the second-hand clothing market was not mentioned among fashionistas as much as today. The proportion was only 42% compared to the new clothes. However, the trend of global fashion consumption is changing rapidly. In recent years, second-hand clothes have become increasingly popular in the fashion industry (Zhang et al., 2020). In addition, these products are directly related to environmental conservation making it constantly talked among activists as well (Hur, 2020). The second-hand clothing market has grown by more than 30% and has a current combined value of 33 billion US dollars. ThredUP, an international second-hand clothing website, reports that the so-called Gen-Z teenagers are very interested in researching second-hand clothes seriously. One third of the teens want to wear second-hand clothes. On the other hand, the group of people who spend the most money or make money on second-hand clothes is not Gen-Z but the middle-aged group or the generation of parents known as Baby Boomers (Phattasak, 2021). This is similar to the popularity in Thailand today (Pukkung & Jadesadalug, 2020) both the purchase in traditional markets (Boonrod & Boonprakarn, 2014) and online markets (Pankham & Kanchanarotphan, 2022).

Due to the current situation and economic conditions in Thailand are not as good as they should and the cost of living is rising, the second-hand goods are an alternative to reduce costs. Second-hand clothes, in particular, are a popular choice. Consumers can choose to buy easily at a low price. Even though the clothes were used, they are still considered to be in good condition (Moonphol, 2015; Thapphadung, 2018). This is in contrary with the second-hand clothing market environment filled with relatively high competition. It greatly affects survival and business prosperity (Puphalo, 2021). Thus, it drives the second-hand clothing businesses to study and pay more attention to consumers. As consumers play an important role in determining the flow of goods, the study of factors in purchasing products is therefore an important foundation for marketing operations and can meet the needs of consumers better than competitors. Knowledge and understanding of consumer behavior is an important factor in gaining a competitive advantage. Therefore, it is interesting to answer that at present what are the factors that affect the decision to buy second-hand clothes. This can lead to the adjustment of marketing strategies to be appropriate and correspondent with the consumer demand for second-hand clothes in order to continue creating profits and growth of the second-hand clothing entrepreneurs.

Literature Review

Buying Decision

Schiffman & Kanuk (2010) explained that buying decision refers to the determined action of the consumer in deciding to choose a product, brand selection, and exploration of conditions.

The amount to be paid in the evaluation can be measured from Cognitive, Affective, and Conative aspects of those buying decisions. In making the decision to buy the products or not, the customers are determined by the perceived value of the product, which is a trade-off between a perceived benefit and a perceived quality. Similarly, Kotler & Armstrong (2012) described the implications of buying decisions as the stage in which the consumers actually buy the products. In evaluating the buying decisions, it consists of 5 phases; Introduction Needs, Information Search, Evaluation of Alternatives, Purchase Decision and Behavior after Purchase.

Schiffman & Kanuk (2010) explained that the buying decision process consisted of 3 important components. The first one is about the factors affecting the consumer's buying decision (Input). The External Influences are the information about those products related to values, attitudes and behaviors, factors that enter the decision-making system affecting individual consumption behaviors. This factor comes from 2 sources: 1) Marketing Input, i.e. the products, various public relations, price, policy and the selection of distribution channels from producers to consumers and 2) Socio-Cultural Input which is an influence that is not related to commercial business.

Secondly, the consumer's buying decision process is the consumer decision making process which consists of internal factors including motivation, perception, learning, personality, and attitude that reflect needs, the perception of many products to be chosen from including activities that consumers are involved with in relation to existing information or information that manufacturers create awareness for consumers. It finally evaluates the value of those alternatives. Thirdly, it is the Act of Making Decision. Before deciding to buy, there are 3 steps that occur; 1) Need Recognition, 2) Pre-Purchase Search, and 3) Output.

Kotler & Armstrong (2012) further explained that the factors affecting the buying decision process of consumers consist of 4 factors; 1) Cultural Factors, 2) Social Factors, 3) Personal Factors, and 4) Psychological Factors.

Hypothesis Development

Marketing mix refers to the controllable marketing elements second-hand by the companies to satisfy their target customers which means to offer something that can satisfy the needs of consumers. This can be done by enabling the business to achieve the objectives and be able to compete with emerging businesses in the future. The marketing mix is divided into 7 factors (7Ps), namely 1) Product, 2) Price, 3) Place, 4) Promotion, 5) People, 6) Physical Evidence, and 7) Process (Kotler & Keller, 2012). Many researches agree that marketing mix is one of the factors that influence the buying decision of customers such as Manopramote (2015), Chatchawanchanakit et al. (2018), Praesri et al. (2022) and Lim (2023). This includes the second-hand clothing case (Moonphol, 2015; Thapphadung, 2018; Puphalo, 2021).

Hypothesis 1: Marketing mix is a factor that correlates with the second-hand clothing buying decisions.

Confidence is an individual's confidence in the intentions or abilities of those in relation to themselves. It is believed that individuals behave correspondently with their expectations (Kohpeth, 2015). The academicians believe that trust consists of 3 components; Competency trust, Contractual trust, and Goodwill trust (Uthaihoem & Phimthanaporn, 2015). The 5 Principles to Cement Customer Trust are Truth, Responsibility, Unselfishness, Security, and Teamwork (Kohpeth, 2015). Some researchers similarly agree that trust is one of the factors affecting customer's buying decisions such as Kohpeth (2015), Tunpornchai et al. (2021), Yosvijit & Nurittamont (2021), Hanaysha (2022) and Leecharoen & Chaiyapan (2022).

Hypothesis 2: Trust is a factor that correlates with the buying decision of second-hand clothes.

Research Methodology

Population & Sample

The population used in this study are customers who used to buy the second-hand clothes in Chumphon Province, Thailand. Since the researcher was unable to determine the true population, the sample was determined by calculating from W.G. Cochran's unknown population formula to determine the probability proportion of the desired population randomized to 0.50 at a 95% reliability. The error was allowed at 5% to obtain a size of 385 samples. In order to reduce the possible error, the data were collected from a total of 400 samples. Most of the respondents were female (60.00%), aged between 20-30 years (54.75%), single status (72.25%), graduated with a bachelor's degree (56.00%) and have a net monthly income of 15,000-30,000 baht (46.75%).

Data Collection & Analysis

This study used a questionnaire constructed from a literature review. The reliability of the questionnaire was tested using Cronbach's Alpha Coefficient method. The reliability of the entire questionnaire was 0.989 as a data collection tool. The sample was selected without using probabilities. Convenience Sampling was used in collecting the data at flea markets and the second-hand clothing sales locations in various points in the area of Chumphon Province. The questionnaires were answered via Google from which was divided into 4 parts; 1) individual factors including gender, age, status, education level and net monthly income, 2) 7P's marketing mix factors, namely product, price, place, promotion, people, physical evidence, and process, 3) confidence factors, including quality, image, brand, and 4) buying decision of second-hand clothes of consumers in Chumphon Province, including problem perception, information seeking, assessment on the options and post-purchase behavior. The statistics used in the data analysis were percentage, mean, standard deviation, and multiple regression analysis.

Research Results

The results of analysis on marketing mix data in making the decision to buy second-hand clothes of the samples in Chumphon Province was entirely at the highest level. When considering each aspect, it was found that all aspects were at the highest level. People aspect had the highest mean, followed by the process, physical evidence, place, promotion, price, and product, respectively.

Table 1 Level of opinion about marketing mix factors in making decision to buy the second-hand clothes of the samples in Chumphon Province

Marketing mix factors	Means	Standard deviation	Level of opinion
Product	4.36	0.525	Highest
Price	4.38	0.481	Highest
Place	4.42	0.510	Highest
Promotion	4.41	0.586	Highest
People	4.56	0.465	Highest
Physical evidence	4.44	0.543	Highest
Process	4.52	0.443	Highest
Overall	4.44	0.434	Highest

The results of analysis on the trust factors in making the decision to buy second-hand clothes of the samples in Chumphon Province was entirely at the highest level. When considering each aspect, it was found that all aspects were at the highest level. The image aspect had the highest mean, followed by the brand and quality, respectively.

Table 2 Level of opinion about the trust factors in making decision to buy the second-hand clothes of the samples in Chumphon Province

Trust factors	Means	Standard deviation	Level of opinion
Quality	4.42	0.524	Highest
Image	4.48	0.475	Highest
Brand	4.47	0.560	Highest
Overall	4.46	0.461	Highest

The results of analysis on the information factors in making the decision to buy second-hand clothes of the samples in Chumphon Province were entirely at the highest level. When considering each aspect, it was found that all aspects were at the highest level. The post-purchase behavior had the highest mean, followed by the information seeking, assessment on the options, problem perception, respectively.

Table 3 Level of opinion about the factors in making decision to buy the second-hand clothes of the samples in Chumphon Province

Factors in making the decision to buy	Means	Standard deviation	Level of opinion
Problem perception	4.42	0.575	Highest
Information seeking	4.46	0.550	Highest
Assessment on the options	4.46	0.665	Highest
Post-purchase behavior	4.49	0.499	Highest
Overall	4.46	0.505	Highest

Multiple Correlation Analysis of the independent variables of marketing mix consist of product (X₁), price (X₂), place (X₃), promotion (X₄), people (X₅), physical evidence (X₆), and process (X₇) as follows:

Table 4 Results of analysis on the relationship of marketing mix variables

Variables	X ₁	X ₂	X ₃	X ₄	X ₅	X ₆	X ₇	VIF
X ₁	1							3.284
X ₂	.741**	1						2.653
X ₃	.733**	.708**	1					3.113
X ₄	.741**	.670**	.713**	1				3.417
X ₅	.557**	.550**	.638**	.696**	1			2.496
X ₆	.665**	.600**	.678**	.727**	.660**	1		2.949
X ₇	.688**	.657**	.730**	.722**	.721**	.762**	1	3.581

** With statistical significance at the 0.01 level

From Table 4, the relationship between marketing mix variables consists of product (X₁), price (X₂), place (X₃), promotion (X₄), people (X₅), physical evidence (X₆) and process (X₇). The correlation coefficient between the variables was 0.550-0.762 which was not more than 0.80. This indicates that the variables have no relation. In addition, the researcher considered together with the Variance Inflation Factor (VIF) to test multicollinearity. It was found that the VIF of the independent variable was between 2.496-3.581 which was less than 10. Therefore, the independent variable had no relationship.

Table 5 Results of multiple regression analysis of marketing mix factors affecting the second-hand clothing buying decisions of the samples in Chumphon Province

Marketing mix	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	S.E.	Beta		
Constant	0.069	0.143		0.479	0.632
Product (X ₁)	0.107	0.043	0.111	2.467*	0.014
Price (X ₂)	0.033	0.042	0.031	0.766	0.444
Place (X ₃)	0.154	0.043	0.156	3.557*	0.000
Promotion (X ₄)	0.188	0.040	0.218	4.746*	0.000
People (X ₅)	0.108	0.043	0.099	2.530*	0.012
Physical evidence (X ₆)	0.205	0.040	0.221	5.175*	0.000
Process (X ₇)	0.192	0.054	0.168	3.585*	0.000

R = 0.871; R² = 0.758; Adj R² = 0.754; F = 175.811; Sig = 0.000

* With statistical significance at the 0.05 level

From Table 5, the results of the multiple regression analysis of the marketing mix factors affecting the decision to buy second-hand clothes of the samples in Chumphon Province revealed that the product had positive influence on the decision to buy second-hand clothes of the sample group in Chumphon Province with statistical significance (Beta = 0.111, p < 0.05). The price did not affect the decision to buy second-hand clothes of the samples in Chumphon Province with statistical significance (Beta = 0.031, p > 0.05). The place had positive influence on the decision to buy second-hand clothes of the samples in Chumphon Province with statistical significance (Beta = 0.156, p < 0.05). The promotion had positive influence on the decision to buy second-hand clothes of the samples in Chumphon Province with statistical significance (Beta = 0.218, p < 0.05). The people had positive influence on the decision to buy second-hand clothes of the samples in Chumphon Province with statistical significance (Beta = 0.099, p < 0.05). The physical evidence had positive influence on the decision to buy second-hand clothes of the samples in Chumphon Province with statistical significance (Beta = 0.221, p < 0.05). The process had positive influence on the decision to buy second-hand clothes of the samples in Chumphon Province with statistical significance (Beta = 0.168, p < 0.05).

The independent variables of the marketing mix consisted of 7 aspects; product, price, place, promotion, people, physical evidence, and process. The combined effectiveness forecasts and explains the variables according to the decision to buy second-hand clothes of the samples in Chumphon Province at 75.80%. It can be written as a forecasting equation in the form of raw scores and standard scores as follows:

$$\hat{Y} = 0.069 + 0.107 X_1 + 0.154 X_3 + 0.188 X_4 + 0.108 X_5 + 0.205 X_6 + 0.192 X_7$$

$$\hat{Z} = 0.111 X_1 + 0.156 X_3 + 0.218 X_4 + 0.099 X_5 + 0.221 X_6 + 0.168 X_7$$

Multiple Correlation Analysis of the trust variables consist of quality (X₈), image (X₉), and brand (X₁₀) as follows:

Table 6 Results of analysis on the relationship among the trust variables

Variables	X ₈	X ₉	X ₁₀	VIF
X ₈	1			2.284
X ₉	.694**	1		2.267
X ₁₀	.679**	.676**	1	2.182

** With statistical significance at the 0.01 level

According to Table 6, the relationship among the trust variables consisted of quality (X8), image (X9) and brand (X10). The correlation coefficients among variables were between 0.676-0.694, which was not more than 0.80. It represented that the variables had no correlation. In addition, the researcher considered together with the Variance Inflation Factor (VIF) to test Multicollinearity, found that the VIF of the independent variable was between 2.182-2.284, which was less than 10. Therefore, the independent variable had no correlation.

Table 7 Results of analysis on the Multiple Regression Analysis of the product trust factors influencing the decision to buy second-hand clothes of the samples in Chumphon Province

Trust	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	S.E.	Beta		
Constant	0.211	0.124		1.702	0.090
Quality	0.466	0.036	0.483	12.927*	0.000
Image	0.336	0.040	0.317	8.504*	0.000
Brand	0.153	0.033	0.169	4.635*	0.000

R = 0.871; R² = 0.758; Adj R² = 0.756; F = 413.217; Sig = 0.000

* With statistical significance at the 0.05 level

According to Table 7, the results of the multiple regression analysis of the factors of product trust that affect the decision to buy second-hand clothes of the samples in Chumphon Province revealed that the quality had positive influence on the decision to buy second-hand clothes of the samples in Chumphon Province with statistical significance (Beta = 0.483, p < 0.05). The image had positive influence on the decision to buy second-hand clothes of the samples in Chumphon Province with statistical significance (Beta = 0.317, p < 0.05). The brand had positive influence on the decision to buy second-hand clothes of the samples in Chumphon Province with statistical significance (Beta = 0.169, p < 0.05).

The independent variables of product trust in all 3 aspects which are quality, image, and brand effectively forecast and explain the variables according to the decision to buy second-hand clothes of the samples in Chumphon Province at 75.80%. It can be written as a forecasting equation in the form of raw scores and standard scores as follows:

$$\hat{Y} = 0.211 + 0.466 X_8 + 0.336 X_9 + 0.153 X_{10}$$

$$\hat{Z} = 0.483 X_8 + 0.317 X_9 + 0.169 X_{10}$$

Conclusion and Discussion

The results of multiple regression analysis of the marketing mix that influences the decision to buy the second-hand clothes of customers in Chumphon Province revealed that the product, place, promotion, people, physical evidence, and process had positive influence on the decision to buy second-hand clothes in the area with statistical significance at the 0.05 level. For the price, it did not influence the decision to buy second-hand clothes of the samples in the area. This is because there are many second-hand clothing stores in Chumphon Province. The prices and styles vary depending on the location and presentation style of the store. In addition, some stores have distribution channels and marketing promotions that are different from other stores, such as advertising second-hand clothes on social media, Facebook, Line Official. There is also the live selling of second-hand clothes. These factors influence the decision to buy second-hand clothes. For the selling pricing, most second-hand clothing stores are highly competitive. Therefore, the selling price is not too expensive. It will be determined to suit the cost, brand name, quality, and condition of the garment. Therefore,

the price factor does not affect the decision to buy second-hand clothes of customers in Chumphon province. This is correspondent with Nuchcharoenphon (2015), Sukhaphat (2015), Petsiri (2017) and Thapphadung (2018).

As for the results of the multiple regression analysis of the factors of product trust affecting the decision to buy second-hand clothes of customers in Chumphon Province, it was found that the quality, image, and brand influence the decision to buy second-hand clothes of the samples in Chumphon Province with statistically significant at the 0.05 level. This is because the second-hand clothing stores in Chumphon Province have systematic procurement plans and have the expertise to inspect the quality of clothes before being sold. The clothes are sorted into A, B and C grades and there are also brand-name clothes. This is correspondent with Uthaipreeda (2013), Kohpeth (2015), Luannetngern (2017) and Thapphadung (2018).

The results of the above research reiterated to entrepreneurs, especially those for the second-hand clothes, it is essential to focus on the marketing mix and entrust the product for customers to make buying decisions including repeating buying in the future.

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