

The Decision to buy Second-Hand Clothes in The Online Marketplace of Working People Bangkok

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Abstract: Study subject The decision to buy second-hand clothes in the online marketplace of working people The objectives of this study were 1) to study the market mix factors of consumers of second-hand clothes in the online market 2) to study the behavior of consumers of second-hand clothes in the online market 3) to compare the behavior of consumers of second-hand clothes in the online market classified by 4) To study the factors of marketing mix that affect the behavior of consumers of second-hand clothes in the online market. A sample of 400 people was selected using questionnaires as a study tool. The collected data were analyzed using percentage and mean t-test statistics. ANOVA analysis was performed using F-test, (One-way ANOVA), Correlation and Multiple Regression Analysis.

The results showed that most of the respondents were female. Single family status Occupation of a private company employee Average monthly income between 15,00 – 20,001 baht. The results of the test of the gender identity hypothesis from the study found that Individual factors with gender, status, educational status, occupation and income were different. Marketing mix factors influenced second-hand clothing shopping behavior in working age group per week. The study found that Price marketing mix factor and distribution Influence on second-hand clothing shopping behavior among working age groups significantly at the 0.05 level. Recommendations from the study The researcher has suggestions from the study as follows: 1. Products Size should be clearly stated. Cleanliness is important The product must meet the needs. 2. Price. The same product should have a brand that is cheap or expensive according to the usage that the customer wants. and there are various payment conditions such as to facilitate the customer's Online payment is available. In the next study, a qualitative model should be studied in order to gain insights into the second-hand clothing business in the online market of working age groups and should increase the sampling resource to cover Bangkok and neighboring areas

Keywords: Second-Hand, Clothes, Online Marketplace

1. Introduction

As Thailand has now entered the 4.0 (Puriwat, & Tripopsakul, 2020) era, an era where technology has been introduced as a part of people's lives. (Warnaby, & Medway, 2013) resulting in a new society called online society, connecting people from many places to connect quickly and conveniently As a result, business operations have been modified to suit the era. and more open According to a report on consumer behavior surveys, 64.9% of Thais shop online due to the increasing popularity of Thais to shop online, which is the number one place for women to shop online. is a fashion product This has resulted in the sale of new products through social networks, which modern consumers like to search for information on the Internet? To help make purchasing decisions via electronic as well as consumer behavior that changes rapidly according to fashion. And during the economic downturn, people are looking for nearby businesses that can be done on social media because income is not just about expenses incurred. This condition is therefore an important part that makes

many people have to bring clothes or old assets to sell until it becomes a business selling second-hand clothes online. (Aharoni, 1966)

Secondhand clothes are quite popular because they are cheap. and good quality, coupled with consumers wanting to save As a result, the second-hand clothing market expands rapidly. However, buying second-hand clothes through online channels still encounters problems and obstacles that should be addressed. Let's consider many more. because consumers cannot see the actual product for themselves Requires the seller to provide information and details of the product and there may be damage to the product that the seller may neglect. Or concealed from consumers, so the sensitivity between consumers and sellers is important to make consumers decide to buy or not to buy products (Williams, & Paddock, 2003)

From the above information, the students are interested in focusing on the study. Reliance on buying second-hand clothes through social networks of working age groups in order to know Decision-making behavior that influences second-hand clothes through social media.

2. Study objectives

To study the marketing mix factors of consumers of second-hand clothes in the online market

To study the consumer behavior of second-hand clothes in the online market

2.1. Hypothesis

Different personal data have different behaviors of second-hand purchases in the online marketplace. Different Marketing mix factors affecting second-hand shopping behavior in different online markets

2.2. Scope of study

In this study, the investigators examined the factors of marketing mixes that influenced the buying behavior of second-hand clothes in the online marketplace. The researcher has divided the research scope as follows:

Content is a study on the decision to buy secondhand clothes in the online marketplace of working people based on Philip Kotler's Marketing mix 4Ps theory, consisting of Product or Service. Price, location or distribution channel (Place or Distribution), marketing (Promotion) and the theory of consumer behavior of Philip Kotler (Philip Kotler) consists of consumer behavior can change. (Dynamic, consumer behavior is related to interactions (Interaction), consumer behavior is related to exchanges (Exchanges)

2.3. Concepts, Theories and Related Research

Study subject The decision to buy second-hand clothes in the online market of working age groups The researcher has studied concepts, theories and researches. related to the subject of research to be the basis and research method, divided into the following sections:

Products means Something that a company or organization creates and sells to make them attractive. By consumption, it can make consumers satisfied. for use in the production of other products or in business guidelines or means goods or services acquired by the purchaser of goods or services acquired by the purchaser for use in the production, service or operation of the business, or even if the product is the only component in the marketing mix, but is the There are many important details to consider, such as product variety (Produce Variety), product brand name (BrandName), product quality (Quality), product warranties (Warranties), and product returns. Returns) (Benkerroum, 2016)

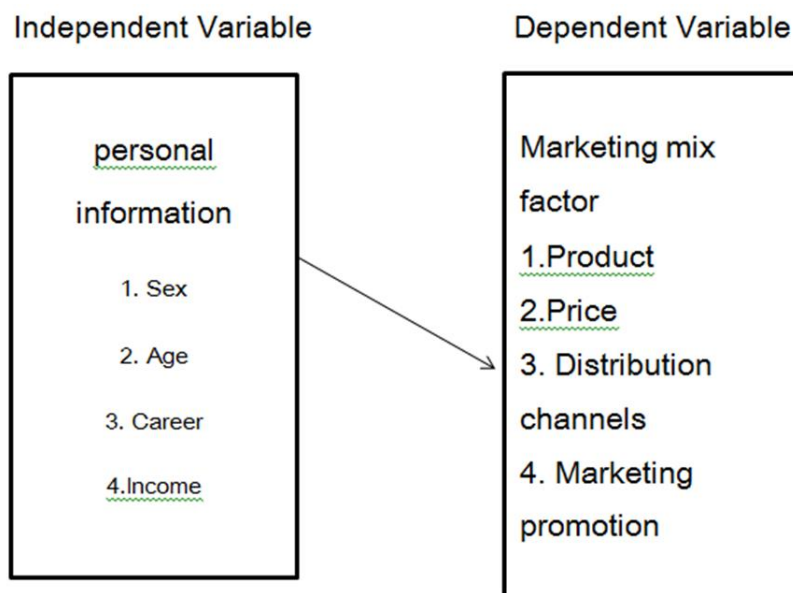
Price (Pricing) refers to the amount of money that must be paid in order to obtain the desired product or service. Or maybe it's the total value that the customer perceives. in order to benefit from the use of that product or service absolutely worth the amount paid It must fit the competitive position of the goods and generate profits at an appropriate rate to the entity, or the amount charged for the goods or services or the sum of the values that the purchaser exchanges for a benefit. from having or using the product, goods or services or pricing policies (Pricing Policies) or the value of goods and services measured in monetary terms. Pricing is very important to

the business. The business cannot set the price of the product as you like. Price considerations must determine the cost of production. competition conditions expected profit Competitor's price Therefore, the entity must choose an appropriate strategy for pricing the goods and services. The key points to consider regarding price are: The price of the goods specified in the List or List Price, Discounts, Allowances, Payment Period, and Loan Terms (Raval, & Grönroos, 1996)

Distribution channels (Place) focus on distribution channels that are comprehensive and thorough. can reach all segments of the target customer very well The distribution channel consists of producers, consumers or industrial users (Industrial User) or industrial customers (Industrial Consumer) and middleman (Middleman). It is the implementation of the plan and the control of the movement of goods from the starting point to the desired point. to meet the needs of customers with a focus on profit or marketing strategies to make products available for sale can influence product discovery A product that is widely available and easy to buy will lead consumers to evaluate the type of channel offered, possibly influencing the perception of the product or distribution channel associated with it. various economic units involved in the process of bringing products from the manufacturer to the consumer The decision to choose the right distribution channel is important to the profit of the business unit. It also affects the determination of other relevant marketing ingredients such as pricing, advertising, product grades. (Dumm, & Hoyt, 2003)

Marketing (Promotion) is a tool used to communicate between sellers and consumers that will lead to a strong emotional bond. closely to consumers The expected outcomes of the business in implementing this second level marketing strategy. That is, the business will be able to have a higher market share in the minds of customers compared to competitors The need of the target market for the brand and the product, product or service, advertising, promotion. or as a communication tool to create satisfaction with a brand or service idea. to a person by using it to motivate cause the need to remind In a product, it is expected to influence feelings, beliefs and purchasing behavior. Therefore, consumer behavior and marketing mix (4P's) are important to practical consumer decision-making. Radio programming of various radio stations Generally, Public relations or advertising in organizing the program If a broadcaster or radio station understands and has knowledge of consumer needs, then it will be easier to achieve success. (Constantinides, 2006)

3. Conceptual framework



4. Research Methodology

A study on the decision to buy second-hand clothes in the online marketplace of working age groups It is a quantitative research. (Quantitative Research) by using survey research (Survey Research) through data collection via questionnaires. (Questionnaire) and data analysis by statistical methods with a package of research results. It is divided into steps as follows:

4.1. Population and samples used in the study

The population used in the study was the service provider for buying second-hand clothes in the online market. A total of 400 samples were selected for this study. W.G.Cochran's W.G.Cochran unidentified sample size was calculated at the 95% confidence level as follows:

$$\begin{aligned} \text{แบบค่า } n &= (.50)(1-.50)(1.962)/(.052) \\ n &= (.5)(.5)(3.8416)/.0025 \\ n &= .9604/.0025 \\ n &= 384.16 \end{aligned}$$

In the calculations, 385 samples were obtained, but in order to prevent mistakes that may occur in answering the questionnaire Incomplete information The researcher therefore used a sample of 400 people.

4.2. study results

A study on the decision to buy second-hand clothes among working age groups The sample group studied included working age group who bought second-hand clothes. 400 questionnaires were used as a data collection tool and 400 were returned, representing 100% of the questionnaire. The results of the study were divided into 4 parts as follows:

Show marketing mix factors that influence behavior in purchasing construction materials and equipment

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	7.962	3.742		2.056	0.040
Product	1.878	1.102	0.137	1.705	0.089
Price	2.862	0.851	0.212	3.361	0.001**
Channel of distribution	2.583	0.956	0.206	2.703	0.007*
Production	-0.470	0.478	-0.051	-0.982	0.327

*significant level.05**significant level.01

Comparison of influence of marketing mix with frequency behavior in purchasing construction materials and equipment per year. It was found that behavior and marketing mix, price (Sig = 0.001) and distribution (Sig = 0.007) had a statistically significant influence on behavior in purchasing materials and construction equipment. 0.05 Personal Data Different people have different behaviors in buying second-hand clothes in the online market

of working age groups. On the website where you buy second-hand clothes in the online market most often (Probability value of 0.541), there was no significant difference at .05 level.

5. Conclusion

A study on the decision to buy second-hand clothes among working age groups. The objectives of this study were to study behavior and marketing mix factors affecting purchasing behavior in purchasing second-hand clothes among working age groups. is a quantitative study (Quantitative Research) used a questionnaire of 400 sets as a tool to collect data and use statistics to analyze the data, namely Chi-Square and Multiple Regression Analysis.

The results of the data analysis can be summarized as follows:

Comparison of second-hand clothing shopping behavior among working age groups classified by personal dataeducational hypothesis

Hypothesis 1: Different personal factors affecting second-hand clothing shopping behavior among working age groups. different

In terms of gender, the study found that Personal factors with different sexes affecting second-hand clothing shopping behavior among working age groups. The site where you buy second-hand clothes in the online market most often. Types of second-hand clothes that you buy regularly Reasons to buy second-hand clothes When are you using the second-hand clothing store in the online market and using the second-hand clothing store in the online market? different

Regarding the status of the study, it was found that Personal factors with different status affecting second-hand clothing shopping behavior among working age group. The site where you buy second-hand clothes in the online market most often. Types of second-hand clothes that you buy regularly Reasons to buy second-hand clothes When are you using the second-hand clothing store in the online market and using the second-hand clothing store in the online market? different

In terms of education, the study found that Individual factors with different educational levels influenced second-hand clothing shopping behavior among working age groups. The site where you buy second-hand clothes in the online market most often. Types of second-hand clothes that you buy regularly Reasons to buy second-hand clothes When are you using the second-hand clothing store in the online market and using the second-hand clothing store in the online market? different

In terms of occupation, the study found that Personal factors with different occupations affecting second-hand clothing shopping behavior among working age groups. The site where you buy second-hand clothes in the online market most often. Types of second-hand clothes that you buy regularly Reasons to buy second-hand clothes When are you using the second-hand clothing store in the online market and using the second-hand clothing store in the online market? different

of the income from the study found that Personal factors with different occupations affecting second-hand clothing shopping behavior among working age groups. The site where you buy second-hand clothes in the online market most often. Types of second-hand clothes that you buy regularly Reasons to buy second-hand clothes When are you using the second-hand clothing store in the online market and using the second-hand clothing store in the online market? Different

5.1. Marketing mix factors affecting second-hand clothing shopping behavior among working age groups

Hypothesis 2: Marketing mix factors influenced purchasing behavior of second-hand clothes among working age groups per week.

The study found that Price marketing mix factor and distribution Influence on second-hand clothing shopping behavior among working age groups significantly at the 0.05 level.

6. Discussion of results

The study of marketing mix factors affecting second-hand clothing shopping behavior among working age group The results were discussed as follows: Recommendations from the study The students have the following

6.1. Recommendations:

1. Product side Size should be clearly stated. Cleanliness is important The product must meet the requirements

2. In terms of price, the same product should have a brand that is cheap or expensive according to the usage that the customer wants. and there are various payment conditions such as to facilitate the customer's Online payment is available.

7. Suggestions for the next study

In the next study, a qualitative model should be studied in order to gain insights into the second-hand clothing business in the online market of working age groups and should increase the sampling resource to cover Bangkok and neighboring areas.

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