

The Influence of Trust on Consumer Purchase Behavior: Examining the Second-Hand Furniture Market in Cauayan City, Isabela

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Abstract. This study evaluated the influence of trust on consumer purchase behavior in online and physical secondhand furniture stores, aiming to identify the key trust factors that bolstered consumer confidence in each setting. Affordability and sustainability drove the growth of the secondhand furniture industry; however, customer trust significantly influenced purchasing behavior, especially in online transactions. Many consumers are unwilling to purchase used furniture due to concerns regarding product authenticity, inconsistent return policies, and inadequate transparency. Challenges such as complicated return processes, unreliable sellers, and deceitful products significantly impeded their purchase decisions. By acknowledging the impact of trust on consumer assurance, businesses could deal with these obstacles effectively. This study employed a quantitative approach to gather data from 200 consumers who had previously purchased secondhand furniture. The collected data underwent examination using descriptive statistics, correlation analysis, and regression analysis. The results indicated that in online shopping, the foremost aspect was delivering exceptional customer care. Seller reputation, delivery reliability, clarity of product information, and trust in payment methods were further critical aspects. However, the confidence in the return system obtained the lowest rating, reflecting customer apprehension. The study on physical stores revealed that past purchases, transparent pricing, and the store's reputation were the primary sources of trust. In addition, the product quality and the workers' expertise were important. On the other hand, the return policies and the atmosphere of the store had a negligible effect. It is important to note that trust plays a crucial role in individuals' decision-making process. To build a solid foundation of trust, secondhand furniture stores must be open and honest with their consumers about their pricing, return policies, and product details. Trust would help the pre-owned furniture sector to be more profitable and to please consumers more.

Keywords: Consumer trust; Online and physical stores; Purchase behavior; Secondhand furniture; Trust factors.

1.0 Introduction

The growing acceptance of secondhand furniture can be attributed to the increasing recognition of its environmental and economic benefits among individuals. The movement has gained traction due to its alignment with sustainability goals and cost-saving advantages, making it especially prominent in the furniture industry (Waight, 2013). It promoted the resale and re-purposing of previously used goods. These concerns gradually hampered the market's expansion, imposing various obstacles on each potential transaction. Even factors

influencing consumer confidence, such as price, variety, and perceived quality, play a role in buyer decision-making regarding secondhand furniture. Furthermore, trust plays a significant role in purchasing decisions, especially from online sellers of secondhand furniture, as it impacts buyer confidence and purchase intention (Swapana & Padmavathy, 2018). When purchasing, consumers often face challenges such as product quality, seller reliability, and inconsistent return policies. These factors can create barriers to trust and consumer confidence. Other elements, such as pricing, product variety, and perceived quality, influence online market decision-making processes (Luo et al., 2020).

Numerous studies have investigated trust-related issues in secondhand markets; however, a smaller number of these studies have explicitly focused on purchasing used furniture. Huurne et al. (2017) explored how trust was established in peer-to-peer internet transactions, emphasizing the significance of reputation systems and user reviews in building customer confidence. Their research provided valuable insights into online marketplaces but did not examine trust-building strategies within physical secondhand furniture businesses, where consumers relied on direct product assessment. Machado et al. (2019) examined consumer motivations for purchasing second-hand fashion items, identifying cost, distinctiveness, and sustainability as primary drivers. However, their study did not address trust-related concerns associated with furniture sales, which often involve higher financial risks and quality uncertainties. Other research, like Waight (2013), investigated environmental and economic incentives for secondhand purchases but did not evaluate the impact of trust on customer decisions. Hakala et al. (2015) examined the decision-making processes of young consumers for new furniture acquisitions, highlighting the importance of visual appearance, price, and quality. However, their study did not address trust-related issues, particularly significant in the secondhand furniture market, where perceived risks and trust mechanisms play a more influential role. Kossecki and Kaczor (2006) highlighted trust as a crucial element in online commerce, specifically concerning payment security and refund procedures. However, they did not examine its effects on physical retail establishments.

Even though these studies were done, most of the problems customers saw with trust issues when buying used furniture, especially in local markets like Cauayan City and Isabela, were not widely discussed. The current body of research does not detail how different trust domains interact or work together with the factors that affect buying decisions in brick-and-mortar and online stores that sell used furniture. Currently, limited research examines how demographic characteristics, such as gender, age, and family size, influence consumer confidence in secondhand furniture markets (Edbrington et al., 2015; Kapoor et al., 2020). While studies on secondhand consumption focus on various aspects of consumer behavior, these demographic factors are not extensively explored in secondhand furniture purchasing decisions.

This study aimed to address the trust-related challenges in the secondhand furniture market by identifying key trust barriers preventing consumers from purchasing secondhand furniture. The study assessed the impact of trust on consumer behavior in both conventional and online secondhand furniture retailers. It examined trust-related elements, encompassing the seller's reputation, confidence in payment methods, openness of product information, quality of customer service, reliability of refund policies, clarity in product price, and trust in delivery procedures. In addition, the study analyzed the factors that influence purchasing behavior, e.g., affordability, product variety, shop promotions, product quality, and seller reputation. The study aimed to determine how these factors influenced customer trust and the likelihood of purchasing second-hand furniture. The study also measured overall satisfaction, likelihood of repeat purchases, and disclosing product details to determine their role in shaping the buyer's behavior. Finally, the study will see how the improvement of the trust of manufacturers, resellers, and the secondhand furniture industry allows businesses to be regarded as more credible, extend customer loyalty, make transactions safer, and allow market competitiveness and sustainability.

The findings of this study were significant for multiple stakeholders. Such information regarding the trust factors enabled consumers to make better buying decisions under lesser uncertainty. Thus, this research provides valuable suggestions to resellers and business proprietors to strengthen customer confidence, enhance the credibility of their store, and increase the competitiveness of the used furniture market. The results of this research further showed that improving trust could be a method of stabilizing the market, encouraging repeat purchases, and expanding a manufacturer's customer base. This study filled critical research gaps and was effective for building trust in users, buying habits, and market dynamics. Furthermore, it provided useful information to make

secondhand furniture transactions more trustworthy for consumers. These results indicated that trust is an important factor when buying used furniture. They also showed why buyer trust, safe transactions, and clear products were the most important factors, in that order.

2.0 Methodology

2.1 Research Design

This study utilized a descriptive-correlational design. The descriptive part was about gathering information about the types of customers, what makes them trustworthy, and how they usually buy things. This gave a complete picture of how the used furniture market in Cauayan City, Isabela, is doing. Within the correlational part, it investigated how trust affected consumer confidence and behavior in the marketplace, focusing on how trust affected buying decisions (Creswell, 2014). This method thoroughly examined the relationships among various trust indicators and purchasing behavior. This study used a structured survey questionnaire in the data collection, ensuring the evaluated components' reliability and validity (Creswell, 2014).

2.2 Research Participants

The respondents in this research were individuals who purchased used furniture in Cauayan City, Isabela, in 2024. Using a stratified random sampling method, 200 participants were selected to ensure they represented the target population. The required sample size was determined using the method developed by Krejcie and Morgan (1970) to achieve statistical significance. Participants were categorized based on age, gender, employment position, educational attainment, household size, and frequency of purchasing second-hand furniture. This facilitated understanding diverse trust perceptions and purchase habits across various client categories (Krejcie & Morgan, 1970).

2.3 Research Instrument

The primary tool used in the study was a survey questionnaire made by the researcher, guided by relevant literature and previous research on trust and consumer behavior. The questionnaire was modified to align with the context of secondhand furniture in Cauayan City. The structure had five sections: demographic information, trust factors, purchasing behavior, trust and customer confidence, and a statistical analysis methodology. Trust variables were categorized into two types: online shop trust factors and physical store trust factors. The poll assessed replies on a five-point Likert scale, with 1 representing Strongly Disagree and 5 representing Strongly Agree. The researcher conducted a pilot test with 30 respondents to develop the instrument and evaluated its reliability using Cronbach's alpha (Tavakol & Dennick, 2011).

2.4 Data Gathering Procedure

The data collection employed both online and paper-based questionnaires over a two-month duration to enhance its outreach and response rates. A pre-test was conducted to enhance the clarity of the questions. The participants were informed of the study's purpose and provided informed consent before participating. To reduce bias, the study attempted to diversify respondents by considering their different purchasing behaviors and shopping preferences (Cohen et al., 2017).

2.5 Data Analysis

The gathered data were examined utilizing both descriptive and inferential statistics. Descriptive statistics, including mean and standard deviation, encapsulated demographic data and consumer behavior patterns. A Pearson correlation analysis examined the correlations between trust variables and purchase behaviors. Additionally, multiple regression analysis was utilized to evaluate the predictive influence of trust-related factors on customer purchasing decisions. These statistical tools provided definitive insights into the influence of trust on purchase behavior in the used furniture sector (Field, 2013).

2.6 Ethical Consideration

The study adhered to established ethical standards. The researcher protected the respondents' replies by using anonymous identities and storing the data securely. So that the research could be taken seriously, the researcher ensured that the people being interviewed knew they could leave the interview without any consequences. Ethical approval was obtained before any data collection began, and all methods were used in line with the ethical guidelines that had been set (American Psychological Association, 2017).

3.0 Results and Discussion

3.1 Demographic Profile of Respondents

Table 1 indicates that women comprised 78.5% of the 200 respondents. Machado et al. (2019) observed a comparable trend in the second-hand fashion market, in which female customers influenced consumer behavior. The increased proportion of female respondents may have generated novel marketing opportunities for this demographic. Conversely, the fact that only 21.5% of the respondents were male suggests that it is necessary to investigate the reasons for the fewer male participants.

Table 1. *Gender Distribution of Respondents*

Gender	Frequency	Percentage
Male	43	21.50%
Female	157	78.50%
Total	200	100%

Table 2 shows the age distribution of buyers, revealing that most people who bought used furniture were between 35 and 44 years old (32%), followed by those aged 45 and above (30.5%). This meant that older buyers were likelier to be interested in used furniture. Machado et al. (2019) supported this by noting similar trends among young customers. Younger age groups (18-24 and 25-34) had a smaller share in the second-hand furniture market, possibly due to financial limitations or a lack of interest in certain furniture styles.

Table 2. *Age Distribution of Respondents*

Age Range	Frequency	Percentage
18-24 years	26	13.00%
25-34 years	39	19.50%
35-44 years	64	32.00%
45 and above	61	30.50%
Total	200	100%

Table 3 shows the job status of the respondents. It revealed that 48.5% were full-time and 39% were part-time workers. This was likely due to full-time or regular part-time jobs offering additional money for expenses and enhancing financial security. The results of this study were consistent with the findings of Kazemifar and Khodadadeh (2013), who examined the factors that influence furniture purchases and the influence of income on purchasing decisions. Simultaneously, 12.5% of the respondents were self-employed, suggesting they prioritize investing in their business over personal expenditures or have unstable earnings.

Table 3. *Employment Status of Respondents*

Employment Status	Frequency	Percentage
Full-time employed	97	48.50%
Part-time employed	78	39.00%
Self-employed	25	12.50%
Total	200	100%

Table 4 indicates that the proportion of respondents residing in households with four to six members was 54%, the largest group. This was followed by 27% of respondents from households with 7 or more members, while 19% lived in smaller households with 1 to 3 members. Larger households often valued second-hand goods due to financial limitations or the need for extra items. On the other hand, smaller households might have preferred renting or leasing, as suggested by Edbring et al. (2015) and Kapoor and Vij (2020).

Table 4. *Household Size of Respondents*

Household Size	Frequency	Percentage
1-3 members	38	19.00%
4-6 members	108	54.00%
7 or more members	54	27.00%
Total	200	100%

Table 5 indicated that 76% of respondents purchased second-hand furniture once or twice a year, indicating that such purchases were infrequent and required careful consideration. This might be because furniture is usually more expensive and durable than other goods. Meanwhile, 24% of respondents bought second-hand furniture

more frequently, likely due to limited resources, niche hobbies, or the desire to try new items. Swapana and Padmavathy (2018) explained that satisfaction and perceived value influenced the frequency of online second-hand purchases.

Table 5. *Frequency of Second-Hand Furniture Purchase*

Frequency of Purchase	Frequency	Percentage
Once or twice a year	152	76.00%
More frequently	48	24.00%
Total	200	100%

3.2 Trust in Second-Hand Furniture Stores

Table 6 shows the mean (M), standard deviation (SD), and interpretation of trust variables in online retail environments. The findings indicated that Quality of Customer Service (M = 3.75, SD = 0.50) and Seller Reputation (M = 3.65, SD = 0.45) earned the highest scores, both labeled Agree. This highlighted the importance of positive online interactions and a strong seller reputation. Luo et al. (2020) found that community support and e-commerce features helped build trust, improving the online shopping experience.

Table 6. *Trust Factors in the Online Stores*

Indicators	Mean	SD	Interpretation
Seller reputation (online comments).	3.65	0.45	Agree
Trust in payment methods.	3.42	0.38	Agree
Transparency in product details.	3.54	0.49	Agree
Quality of customer service.	3.75	0.50	Agree
Trust in the refund process.	3.01	0.35	Neutral
Trust in product pricing transparency.	3.33	0.41	Neutral
Trust in the online store's delivery process.	3.64	0.44	Agree
Average	3.48	0.43	Agree

On the other hand, Trust in the Online Refund Process (M = 3.01, SD = 0.35) and Trust in Product Pricing Transparency (M = 3.33, SD = 0.41) had the lowest ratings (Table 7), both interpreted as neutral. The results indicated the need for improvements in these areas. Kossecki and Kaczor (2006) stressed that clear return policies and secure transactions played a key role in gaining customer trust.

Table 7. *Trust Factors in Physical Stores*

Indicators	Mean	SD	Interpretation
The trust in stores is based on previous purchases.	3.75	0.45	Agree
The store's reputation (the overall reputation of the store).	3.61	0.43	Agree
The belief in the store's return policies.	3.39	0.41	Neutral
The store's physical environment and condition.	3.30	0.39	Neutral
The trust in the physical store's staff expertise.	3.57	0.43	Agree
The trust in the authenticity of furniture products.	3.49	0.42	Agree
The trust in the competitiveness and transparency of product pricing.	3.73	0.44	Agree
Average	3.55	0.42	Agree

Table 7 showed significant results for factors that impacted customer trust in physical retail establishments. The results of this study emphasized two major trust factors: Trust Based on Prior Purchases (M = 3.75) and Trust in Pricing Competitiveness/Transparency (M = 3.73). This indicates that positive shopping experiences and fair pricing are crucial in building trust with physical retail stores. Edbring et al. (2015) emphasized that customers' views of alternative purchase alternatives indicated that pleasant experiences bolstered trust. The neutral ratings for Belief in Return Policies (M = 3.39) and Store's Physical Environment (M = 3.30) suggest that these elements may necessitate further improvement to strengthen consumer confidence.

3.3 Purchase Behavior

Table 8 showed that "Affordability" (M = 3.68) and "Product Condition" (M = 3.62) were the primary factors affecting the acquisition of second-hand furniture. The data suggested that customers demonstrated value and quality in purchasing decisions. The significance of price aligns with the motivations detailed in Waight's (2013) research, which explores how parents commonly select cost-effective alternatives for newborn items.

The high correlation coefficient with "product variety" ($M = 3.52$) shows that the buyers preferred a wide range of options for second-hand furniture. This inclination may have been linked with the tendency to purchase unique or nostalgic items, evidenced by typical customers' discussions in Table 5.

Table 8. *Purchase Behavior Factors*

Indicators	Mean	SD	Interpretation
Affordability	3.68	0.47	Agree
Product variety	3.52	0.43	Agree
Store promotions	3.45	0.41	Agree
Product condition	3.62	0.45	Agree
Seller reputation/credibility	3.57	0.44	Agree
Average	3.57	0.44	Agree

Moreover, the analysis of the "Store Promotions" ($M = 3.45$) and "Seller Reputation/Credibility" ($M = 3.57$) also shows a positive attitude concerning the effects of promotions and reliability for buyers' decisions. The results in Table 8 demonstrate the importance of the seller's reputation in influencing online trust. This showed how trust greatly impacted second-hand markets, as Kossecki and Kaczor (2006) stressed.

3.4 Trust and Purchasing Decisions

Table 9 showed the results, which indicated a neutral reaction to "Overall Satisfaction," with a mean score of 3.23. After analyzing the collected data, the results revealed that while most buyers felt satisfied with their second-hand furniture purchases, some experienced negative feelings, such as disappointment. The type of furniture, the method of purchase, or the post-purchase strategies could have caused this. Edbring et al. (2015) highlighted that it was important to consider better both motivators and challenges to understand customer experiences with different ways of buying. A possible question for future research could be exploring the specific factors influencing neutral satisfaction.

Table 9. *Trust and Purchasing Decision Factors*

Indicators	Mean	SD	Interpretation
Overall satisfaction.	3.23	0.48	Neutral
The likelihood of repeat purchases.	3.68	0.52	Agree
There should be transparency in the details of the product.	3.12	0.45	Neutral
Average	3.34	0.48	Neutral

The positive response to "Likelihood of Repeat Purchases" ($M = 3.68$) showed that many customers were willing to repurchase second-hand furniture despite overall satisfaction being neutral. This demonstrated that pre-owned furniture's value and reduced expense mitigated adverse experiences. This aligns with the findings of Swapana and Padmavathy (2018), who examined the influence of previous online second-hand buying experiences on subsequent purchasing decisions. The neutral rating for "Transparency in Product Details" ($M = 3.12$) suggested room to improve how information about second-hand furniture was shared. This matched the lower trust ratings in Table 6, especially for return policies and transparent pricing. Pothong and Sathitwiriawong (2016) studied what influenced trust and buying decisions in social commerce, stressing the need for clear communication and detailed product information. Improving these areas could increase overall satisfaction and encourage repeat purchases.

3.5 Relationship Between Trust and Purchase Intentions

Using correlation and regression analysis on the trust variable and purchase intentions, Table 10 shows encouraging results. Consumers who trust more are more likely to want to buy used furniture ($r = 0.85$, $p < 0.01$). This has made trust an essential ingredient in enabling a transaction within the second-hand market. Kossecki and Kaczor (2006) identified trust as the fundamental value for internet providers in their work, "No Trust, No Transaction," a concept familiar in conventional and online secondhand marketplaces. Additionally, Wang et al. (2019) explained the connecting path between several factors that affect purchase intention in the context of WeChat health product consumption. This showed how trust plays a key role in consumer behavior. The regression analysis showed trust was a strong predictor, with beta values of 0.75 at the 0.01% significance level.

This means that trust greatly affects people's decisions to buy things. The study found that marketing activities to enhance customer trust would increase sales volumes within the used furniture sectors.

Table 10. *Impact of Trust on Purchase Behavior through Correlation and Regression Analysis*

Analysis Type	Statistic	Value	Interpretation
Pearson Correlation	Correlation (r)	0.85	There is a strong positive relationship between trust and purchase behavior ($p < 0.01$).
Multiple Regression Analysis	Beta (β)	0.75	Trust significantly predicts purchase decisions ($p < 0.01$).

4.0 Conclusion

This study improved understanding of how trust influenced consumer buying behavior in the second-hand furniture industry, especially in Cauayan City, Isabela, Philippines. It provided insights into key trust-related factors in online and physical stores that directly affected customer decisions. Losing trust from previous buyers could harm future business, making it essential for online sellers to maintain a positive reputation by offering excellent customer service. Earlier studies confirmed that clear communication and a positive online image were vital for building trust (Harrison-Walker, 2001). These qualities were crucial for online sellers because customers often doubted product authenticity and transaction safety (Gefen, 2000).

Past shopping experiences and competitive pricing were identified as the most important factors affecting consumer trust in physical stores. Chaudhuri and Holbrook (2001) discovered that consumer confidence in brick-and-mortar establishments was contingent upon prior experiences and equitable pricing. The analysis revealed that several aspects of the furniture businesses used necessitate improvement. These attributes include the company's return policy and the physical environment. The study found that customers' purchasing decisions were strongly affected by the quality and price of the item. Srinivasan et al. (2002) assert that consumer loyalty in e-commerce is significantly influenced by perceived value, trust, and satisfaction. Although not centered on used items, their study emphasized that product quality and equitable pricing foster customer trust and enduring loyalty, which is also relevant to the secondhand furniture sector.

Trust is considered a crucial factor in individuals' decision-making processes. For customers to trust their vendors, sellers should be transparent on pricing, return policies, and product specifications. This modification may improve consumer confidence in the used furniture sector, increasing customer satisfaction and boosting business profitability. The future study should analyze how peer reviews and social media affect consumer trust in the used furniture market. Online social networks are becoming a vital tool for building consumer trust in an attempt to provide sellers and marketers with critical data that may be utilized to improve customer engagement and therefore sales in the wake of the arrival of more and more digital platforms (Chakraborty & Biswal, 2020). Further, since cultural influences generally shape the perceptible behavior of consumers, it would be a beneficial idea to explore how trust is viewed in different cultures as well (Hsu et al., 2013).

5.0 Authorship Confirmation

This research was conducted, written, and thoroughly reviewed by a single author who approved the final version.

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7.0 Conflict of Interest

The author declared no conflicts of interest related to the publication of this research.

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