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Perception of brand value and motivation to collect second goods

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Abstract. This study aims to empirically examine the perceived value of a brand on the behavior of buying second goods and the motivation for buying behavior of second goods. Second hand goods or used goods are goods that are not used or are no longer needed by the owner, but not all of these goods cannot be used anymore. Second goods become an alternative in getting cheap goods without reducing the usefulness and satisfaction of the type of goods needed. The majority of people state that there is no need to buy new goods if Second goods can still be used and are suitable for use. In this study, researchers distributed online questionnaires to 100 respondents, namely people who had bought secondhand goods, and then analyzed using the Multiple Regression analysis tool. The results showed that there was an influence of perception of brand value and motivation to collect variables on the decision to buy second-hand goods.

Keywords. Perception, value, motivation, buying behavior, used goods

Introduction

Second hand goods or used goods are goods that are no longer used or are no longer needed by the owner, but not all of these goods cannot be used anymore. In fact, many items that are no longer used are still in good condition and quality. Used goods become an alternative in getting cheap goods without reducing the usability and satisfaction with the type of goods needed. The majority of people stated that there was no need to buy new items if the used items were still usable and fit for use. The data shows that the number of unused items in the house is 82% with the number of unused items being 29 items. As many as 65% of the community stated that it was difficult to remove items that were no longer used. The community also stated that they had memories of these unused items so they still kept them. Another reason is because they think that these items will still be needed later. The types of goods that are most often stored by the public are toys or board games, books, and other items that are no longer used but are still possible to be used by other people in need because the condition and quality of the goods are still good. People claim that the reason they keep these items is because they have a sentimental value or the item has memories and memories contained in it, making it difficult to let go.

Used items that are often offered or resold by their owners can be in the form of shoes, watches, branded clothes, bags, children/baby items, luggage, household items, vintage and

classic items that are currently can no longer be found in most stores or e-commerce. Most of these items still have value and are in a usable condition.

Research conducted by Gregson and Crewe (2003) reveals that consumers' purchase intentions of used goods are often determined by evidence of "contamination" by the previous owner's agency. Meanwhile, Granstrom:2006 stated that the market for used goods is still not widely known and even tends to be underestimated by consumers. The informal nature of most transactions makes them difficult to evaluate, but their recent growth shows that they still meet consumer expectations in addition to economic benefits and attractiveness apart from those offered by conventional channels, as well as providing opportunities to find goods. goods that are unusual and often have nothing in common with those in the new goods market (Roux, 2005).

The second-hand market is considered capable of providing a wide variety of goods through various channels. In addition, the second-hand market is increasingly becoming a part of everyday life and is an alternative to new goods markets for people without pressing economic needs (Williams and Windebank, 2000; Gregson and Crewe, 1997).

The price aspect of brand value can have implications for perceived quality, however, Jobber (2007) states that many people use price as an indicator of quality, and Baines et al (2008) emphasize that consumers often assume that higher prices reflect higher quality clothing. Attwood (2007) asserts that future growth does not depend on offering the lowest possible prices, but it is necessary to identify that although consumers prefer low prices, consumers also need to be inspired by the added value of the overall shopping experience. According to Attwood (2007), that the value sector to grow depends on the success of balancing prices.

Shopping behavior develops from a real need to mere prestige. Current market behavior tends to be reinforced by individual urges to become enthusiasts, behavior to own or behavior to buy second-hand goods due to collecting behavior and the desire to have good economic value from second-hand goods, with the argument that they will resell them if they don't used.

Consumers do not need to have special knowledge as purchasing decision makers. there is an assumption that in reality, rationality of decision making does not clearly distinguish between purchases made by professionals and purchases made by consumers. Although casual, recreational and inspirational purchases are commonly associated with consumers, Wilson (2001) and Smith and Taylor (1985) suggest that organizations sometimes also engage in such buying behavior. Nevertheless, rationality seems to distinguish between different buying contexts the extent to which it is considered the norm for appropriate decision-making procedures. The results of research on decision making refer to rationality of choice as behavior directed at maximizing the utility or value expected by the decision maker (Hindess, 1988).

Literature Review

Perception of Brand Value

Consumers play an important role in value creation. In essence, a brand can only offer value to consumers, but cannot decide to what extent the brand value is subjectively realized by consumers. Value for a consumer can appear before buying, at the time of purchase, in the actual use of the product and after its use (Acharya and Elliott; 2001).

Acharya, Elliott (2001) and Miller (2007) discuss that a person's perception of brand value often stems from their previous experience with the brand, which begins when the brand is first seen or heard. The level of value of a brand is then assessed based on the alignment of self-image (Belk, 1988). This is in accordance with the term fit, where the higher the compatibility between the brand and self-image, the better and fit.

Miller (2007) explored the idiosyncratic nature of brand value and found that individual value perceptions vary widely. Miller's research results show that brand significance and attitude toward brand directly affect the perception of brand value, while brand does not directly contribute to brand value. Miller suggests, in support of McCracken's (1986) description of brand significance, that brands must be significant to individuals' lives in order for them to value a brand.

The assessment of brand significance affects the level of involvement of an individual's experience with the brand (Ligas and Cotte, 1999), because product and brand meaning influence attitudes and choices in purchasing decisions (Belk, 1988). Meanwhile, Miller (2007) states that the higher the meaning of brand ownership in a person's life, the more likely that person will share a favorable attitude with that ownership.

Woodall's (2003) conceptual review of the results of his research on the perception of brand value on perceived value identifies that there are actually five different meanings of the concept of value, showing different perspectives on how value can be perceived by consumers. Net value to customers refers to the utilitarian balance between benefits and sacrifices; selling value to customers refers to lower prices or lower sacrifices; rational value for customers discuss benefits in terms of units of exchange; derived value for customers refers to outcomes, i.e. perceived value post-purchase; and marketing value to customers is related to the attributes (products) that generate value. Woodall's (2003) research focuses on the notion of the concept of value when discussing how fashion brands are perceived and analyzing what constitutes value and purchase intention in the second-hand market at the time of purchase.

Referring to Liang et al (2017), perception of brand value has dimensions of self value factors which include hedonic value and uniqueness value and dimensions of societal value factors which include social status, conformity value. Deli-Gray et al (2010) identify and analyze the hedonic buying behavior of shopping value and conclude that twenty-first century consumers base their buying decisions not only on rational reasons but also on emotional feelings.

Wiedmann et al (2007, 2009) explain that products from used goods tend to get benefits such as pleasure in drawing and beauty, thus obtaining from buying pleasant items, enjoyment and feelings of emotional pleasure. While the uniqueness aspect is very dominant in the used goods market, and especially in the fashion industry, where ownership of unique and innovative products makes consumers feel different from others (Shukla, 2012). Perceived uniqueness value refers to consumers who buy second-hand goods to demonstrate the need to be unique to enhance their personal appearance and public status. Consumers want to be different and may reject certain products when the general public also considers them (Vigneron and Johnson, 1999, 2004; Wiedmann et al., 2007, 2009).

Consumers believe that products with scarce attributes have high quality. Brannon and McCabe (2001) show that several well-known brands with a limited number emphasize unique features, thereby attracting consumers' attention and interest to buy. The SED model (Lynn, 1991) and the Perceived Value Model (Monroe et al., 1991) illustrate that products with scarcity attributes play an important role in the market and influence consumers' purchase intentions.

Buyers' needs for uniqueness and pleasure are common determinants of second-hand shopping (Bardhi and Arnould, 2005; Lane et al., 2009; Prieto and Caemmerer, 2013; Turunen and Leipämaa-Leskinen, 2015). In addition, perceived value also influences buyers to shop for used goods (Ertz et al., 2015; Lee and Lee, 2005; Xu et al., 2014).

Hypothesis 1: Perception of Brand Value will affect the decision to buy second-hand goods.

Motivation to Collect

Motivation is an important variable that links individual factors and buying behavior. Page (1992) states that spending money on goods that are usually not important in an effort to describe success is not a new phenomenon, especially in the western world, where most of the population is materialistic and a casteless society that encourages a culture of consumption and purchase of goods for promote or mark class and identity, regardless of the buyer's actual status. In this case the explanation of motivation relates to individuals associating goods with prestige, respect, and authority and the idea that they derive pleasure through the product itself, and consequently leads to believing that happiness can be achieved once again by buying more.

Several studies that have been conducted suggest that consumers of all ages can purchase products through second-hand sources due to environmental motivation (Hiller Connell, 2011) or a desire to seek authentic vintage looks to build individuality and uniqueness (Parsons, 2000). Ruoh-Nan Yan's research. et al (2015) have shown that young adult consumers shop for second-hand goods for a variety of reasons.

A student may shop at a thrift store with the particular expectation that they may be able to find a unique or interesting product that is not normally available through traditional shopping channels (Flores, 2014; Jenß, 2004). Collectors show a passion for their object, which is driven by the time and energy invested in acquiring the selected object. Belk (1995) states that collecting is a materialistic form of luxury consumption, i.e. beyond comparison, because the act involves the search for specific, usually unused but unique items that are essentially seen as valuable to the seeker.

Horne and Maddrell (2002) argue that researchers should investigate the consumption behavior of second-hand goods through an economic and cultural lens to fully understand these buying behavior practices. In connection with this argument, Williams and Paddock (2003:343) conducted face-to-face interviews regarding the purchase of certain household goods, electronic goods, and clothing products, then concluded that influential middle-class consumers can participate in shopping for second-hand goods, to buy those products with the excuse of having fun, doing socialites, wanting to look different. For consumers with economic constraints, shopping for used goods is done because of a lack of variety or lack of choice. Although the researchers identified that the reasons for shopping used goods may extend beyond economics and that consumer identity can be reflected through such practices, it is thus necessary to undertake further research to fully understand the meaning of the secondhand channel for consumers.

Jung and Kellaris (2004) stated that when there are supply restrictions such as time limits, consumers tend to increase their desire to buy products. In addition, product scarcity information is often used by consumers in the shopping decision-making process and that product scarcity information has a certain impact on purchase intentions, which will encourage other consumers to conclude that the product has good popularity, universality and quality, thus leading to their decision. to buy that product. (Parker and Lehmann, 2011).

Hypothesis 2: Motivation to Collect will have a positive effect on the decision to buy second-hand goods.

Research Methods

This type of research is a quantitative study that examines the causal relationship between variables, namely perceptions of the value of a brand, buying motivation and motivation to collect, and buying secondhand goods. The research approach used is a survey method.

Respondents are consumers who have purchased secondhand goods for the fashion and accessories category as many as 100 people. The sampling method used is non-random sampling with purposive sampling, meaning that the sample selection that will be used as respondents is based on certain considerations or criteria based on the research objectives (Sekaran, 2000; Malhotra, 2010).

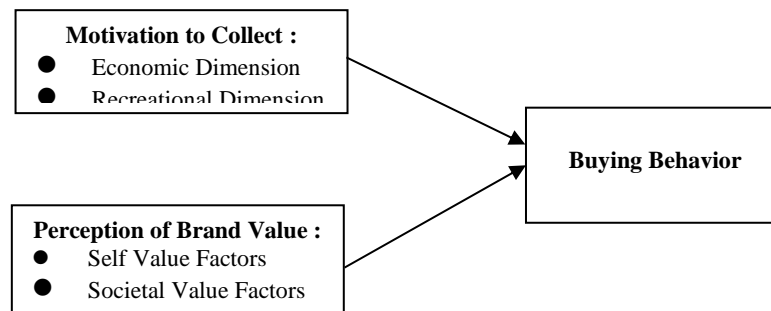


Figure 1 : Research Model

Results and discussion

The results of distributing questionnaires to 100 respondents, it can be seen that the characteristics based on gender are dominated by women as much as 56% and men as much as 44%. This shows that women like to shop or buy second hand products. In terms of age, which dominates in the age range of 19 - 24 years as much as 47%, followed by ages 25 - 30 years as much as 21%, ages 31 - 36 years as much as 19%, ages 37 - 45 years as much as 7%, and ages > 45 years as many as 6%. Based on the character of the work the most are students as much as 51%, private sector 17%, entrepreneur 6%, others consist of freelancers, housewives and sales promotion girls as much as 26%. Meanwhile, in terms of income, 52% have income less than 1,000,000 rupiahs.

Conclusions

Based on the development of the hypothesis, it shows that the perception of brand value and motivation to collect affect the decision to buy second-hand products. And this research has limitations on certain types of second-hand goods, namely fashion and accessories, so it cannot be generalized to all types of second-hand goods which can be in the form of antiques or rare goods. So, for further research, the types of second-hand products can be expanded.

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