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Factors Driving the Interest of the Community in Caressing Used Goods: Case Study of the Sambu Medan Tax Shopping Center

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ABSTRACT

This study investigates the factors driving community interest in purchasing used goods at the Sambu Medan Tax Shopping Center using a mixed-methods approach. By integrating quantitative survey analysis with qualitative insights from interviews and observations, the research identifies key determinants of second-hand shopping behavior. The quantitative findings, analyzed through SPSS and SmartPLS, reveal that economic factors are the strongest predictor of consumer interest, with affordability significantly influencing purchase intentions ($p < 0.01$). Environmental awareness also plays a role, as consumers with sustainability concerns exhibit a preference for used goods ($p < 0.05$), though economic factors remain the primary driver. The unique and vintage appeal of second-hand fashion enhances desirability, with many respondents valuing distinct styles. The impact of technological influence is moderate ($p > 0.05$), as AI-driven recommendations show limited direct effects, though social media and digital marketing increase awareness. Conversely, perceived risks related to product quality, hygiene, and authenticity negatively affect purchasing interest ($p < 0.01$), though trust in specific vendors mitigates these concerns. Qualitative insights highlight the role of social influence and cultural acceptance, as word-of-mouth recommendations and family traditions shape shopping behavior. The emotional connection and bargaining experience enhance consumer engagement, while trust in vendors emerges as a crucial factor in reducing risk perception. Observational data further reveal that younger consumers seek unique fashion pieces, whereas older shoppers prioritize affordability. These findings provide valuable insights into consumer motivations for second-hand shopping, offering implications for businesses, policymakers, and sustainability initiatives.

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1. Introduction

In line with changing times, the development of lifestyles among people, especially urban areas from adolescence to adulthood, there is an irresistible development, many people make clothes an

important thing in their lives, starting from a number of types of products, such as bags, clothes and used goods. Nowadays every consumer determines many purchasing choices, consumer purchases are strongly influenced by cultural, social, psychological characteristics. One of the products that many consumers are interested in is used goods, used goods are not only used to meet needs such as to school or office, but this has become a lifestyle, where currently many people are interested in goods. Goods are those that are still suitable for use and use. One of the types of goods is used goods, which itself has a meaning based on the behavior of saving money spent. In short, it means saving money, another definition of used products both local and imported, where goods are sold at low prices. The rise of the second-hand goods sales market is due to many consumers who buy, judging from the good quality and affordable cheap prices, rather than with local products, imported second-hand goods are increasingly in demand.

Marketing is meeting the needs of the market by earning a profit (Aliefah & Nandasari, 2022). In another sense, marketing is an interaction that seeks to realize an exchange relationship and is not a simple way of just creating sales (SIlviani & Darus, 2021). According to American Marketing Association (AMA) in Mery (2022), defines marketing as a process of planning and realizing plans for pricing, promotion, and distribution of ideas, goods, services in order to create exchanges that satisfy individual and organizational goals. The action on the decision to carry out the purchase embodies the final result of the consideration of a good or service. Consumers must have a decision in buying an item they want. This consideration is based on many determining factors, for example factors from the product or service and factors on the ability to own the goods or services. Which goods or services are in demand, then that will be the target of consumers to obtain these goods or services.

In the business world, what is needed from products is what can fulfill or satisfy consumers. Both tangible and intangible. Kotler and Armstrong define a product as anything that can be offered to the market to gain attention, acquisition, use, or consumption that might satisfy a want or need. (Pratama, 2023). According to Kotler and Armstrong, price is the amount of money charged for a product or service, or the amount of value that customers exchange in order to benefit from having or using a product or service. (Abdillah, 2023). Price is used to measure the suitability of product benefits. Prices are subjective because prices are also influenced by the economic conditions and environment of each person which are certainly not the same. Price is the value that consumers give to goods or services. (Syahidin & Adnan, 2022). Therefore, the key to setting product prices lies in understanding the value that consumers will place on the product. If the price is higher than the value that consumers expect, there will be no exchange.

Brand (brand image) of the overall perception of the brand formed. A brand is a description of the associations and wealth of consumers to a brand. (Alvianna et al., 2022). The brand has the meaning of imaging a product into the minds of consumers with mass (Dairina, 2022). Trademark Law no 15 of 2001 article 1 paragraph 1 in Fandy Tjiptono in Jotyka & Suputra (2021) A brand is a sign in the form of a picture, name, word, letter, number, color arrangement, or a combination of elements that have distinguishing power and are used in trading activities for goods or services. The definition of brand satisfaction is an actual response from consumers who have consumed a product to its quality. According to (Kotler & Armstrong 2014), if brand satisfaction is a form of performance obtained for a product that matches consumer expectations (Tirtayasa et al., 2021).

This study is entitled factors that influence consumer interest decisions on purchasing used goods. Pajak Sambu Medan, so from the title it has the main elements of words that must be limited in meaning, so that the discussion in this research is more focused and specific. The other side of the conceptual goal is to limit the meaning of the title and facilitate understanding of the contents of the discussion and can avoid misunderstandings. Therefore, the meaning of the title will be described. Interest is a high inclination of the heart to a desire, besides that interest also means a great tendency and enthusiasm for something, for example, someone's desire to have a desired item such as clothes, used goods and so on. They will buy these items to satisfy their needs and desires.

Consumers are users of manufactured goods available in society, either for the benefit of themselves, their families or others. if the purpose of purchasing the product is to sell it again, it is called a retailer or distributor. What is meant by consumers in this aspect is the people who buy second-hand clothes and goods in the market and boutique shops of Pajak Sambu Medan. We already know a lot about the meaning of the word the same as nothing new anymore, it can be

interpreted that used goods are objects or items that are used to cover the feet, even though it is second-hand goods but has a lot of fans. This has become a common thing because buying goods is a trend that is increasingly favored by many people. When viewed from the motivation to buy goods, of course, because the price is affordable. In addition, it is also because the model according to some people is unique or still looks good. For consumers, second-hand goods are an alternative to fulfill the need for branded and original goods at a price much cheaper than the original selling price, and lately many second-hand goods brands are in great demand by the public, especially young people.

The framework is an overview of what is being researched which is outlined in a chart that becomes the flow of research thought. For more details, the following framework is presented.

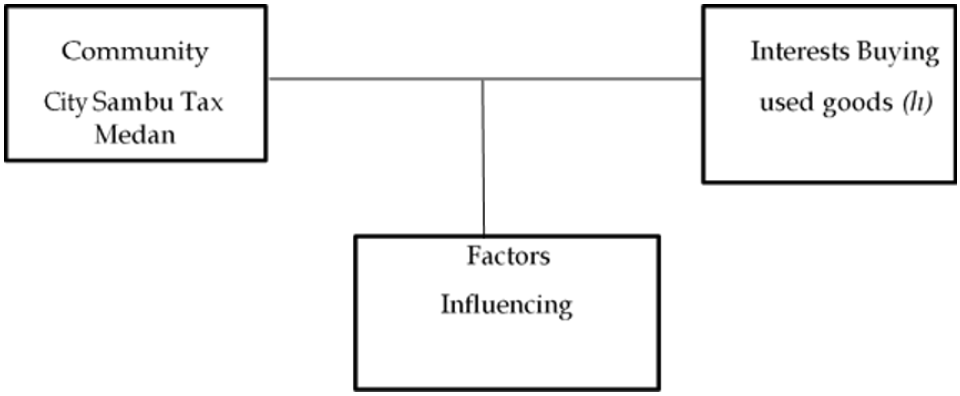

Figure 1. Research Framework

2. Literature Reviews

The burgeoning interest in second-hand goods has garnered significant attention in consumer behavior research. This literature review examines the factors influencing community interest in purchasing used items, with a particular focus on the Sambu Medan Tax Shopping Center, a prominent market in Medan, Indonesia, renowned for its array of pre-owned clothing.

2.1. Economic Motivations

Affordability is a primary driver for consumers opting for second-hand goods. The allure of acquiring branded or high-quality items at reduced prices makes second-hand shopping an attractive alternative to purchasing new products.

2.2. Environmental and Ethical Considerations

Growing environmental awareness has led consumers to seek sustainable consumption patterns. Purchasing used goods aligns with eco-friendly practices by extending product lifespans and reducing waste, appealing to ethically conscious individuals.

2.3. Unique and Vintage Appeal

Second-hand markets often offer unique, vintage, or discontinued items not available in mainstream retail, attracting consumers seeking distinctive products.

2.4. Technological Advancements

The integration of artificial intelligence (AI) in online resale platforms has enhanced the shopping experience by providing personalized recommendations and efficient search functionalities, thereby boosting consumer interest in second-hand goods.

2.5. Perceived Risks

Concerns about product quality, authenticity, and the absence of warranties can deter consumers from purchasing used goods. However, reputable second-hand markets and platforms that ensure quality control can mitigate these apprehensions.

The Sambu Medan Tax Shopping Center, locally known as Pajak Sambu, has been a bustling hub for second-hand clothing since the 1990s. Located in Medan, Indonesia, this market offers a vast selection of imported used clothing, attracting a diverse clientele seeking affordable fashion.

The market's enduring popularity can be attributed to its extensive variety, competitive pricing, and the cultural acceptance of purchasing pre-owned items.

Based on the literature review and the specific context of the Sambu Medan Tax Shopping Center, the following hypotheses are proposed:

H1: Economic factors, such as affordability and value for money, significantly influence the community's interest in purchasing used goods at the Sambu Medan Tax Shopping Center.

H2: Environmental consciousness positively affects the community's propensity to buy second-hand items from the Sambu Medan Tax Shopping Center.

H3: The availability of unique or vintage clothing at the Sambu Medan Tax Shopping Center enhances consumer interest in second-hand purchases.

H4: Technological enhancements, including AI-driven recommendations on online platforms associated with the Sambu Medan Tax Shopping Center, increase community engagement in second-hand shopping.

H5: Perceived risks related to product quality negatively impact the community's interest in buying used goods from the Sambu Medan Tax Shopping Center.

These hypotheses aim to elucidate the multifaceted factors driving community interest in second-hand goods within the context of the Sambu Medan Tax Shopping Center, providing a foundation for empirical research and strategic initiatives to promote sustainable consumption practices.

3. Research Method

To investigate the factors driving the interest of the community in purchasing used goods at the Sambu Medan Tax Shopping Center, the study should adopt a mixed-methods research approach, integrating both quantitative and qualitative methods.

3.1. Research Design

A case study approach is suitable as it allows an in-depth examination of the specific setting (Sambu Medan Tax Shopping Center) and the behaviors of the local community in purchasing second-hand goods.

3.2. Data Collection Methods

- Quantitative Method (Survey Research)

A structured questionnaire can be distributed to a representative sample of shoppers at the Sambu Medan Tax Shopping Center.

The survey should collect data on key variables such as:

Economic factors (affordability, price sensitivity)

- Environmental awareness (sustainable consumption behavior)
- Consumer perception of quality and risk
- Unique/vintage appeal of products
- Technological influence on purchasing decisions

A random or stratified sampling method can be used to ensure representation across different age groups, income levels, and shopping frequency.

The collected responses should be analyzed using statistical methods such as descriptive statistics, regression analysis, and factor analysis to determine the key drivers influencing consumer interest.

- Qualitative Method (Interviews & Observations)

In-depth interviews with frequent shoppers and store owners at the shopping center to gain deeper insights into their motivations and concerns.

Observational study to examine shopping patterns, interactions, and product preferences of consumers within the market environment.

3.3. Data Analysis Methods

In Quantitative Analysis the researcher used SPSS or SmartPLS to conduct descriptive statistics and regression analysis to test hypotheses. Meanwhile, in qualitative analysis the researcher used thematic analysis of interview responses to identify recurring themes and consumer motivations.

3.4. Research Validity & Reliability

Pilot testing the survey to refine questions before full-scale distribution. Ensuring triangulation by comparing survey results with interview findings to enhance credibility. A mixed-methods research design combining surveys, interviews, and observations provides a comprehensive understanding of the factors influencing the community's interest in used goods at the Sambu Medan Tax Shopping Center. The integration of quantitative analysis for generalizability and qualitative insights for depth will ensure a well-rounded study.

4. Results and Discussion

Pajak Sambu Medan is the capital of North Sumatra Province, where the total area reaches 107.82 km2. Administratively, Medan Sambu Tax City is divided into 6 (six) sub-districts and 29 (twenty-nine) sub-districts, of which Medan Sambu Tax Sub-district has the largest area, namely North Medan Sambu Tax Sub-district 34.54%, followed by Medan Sambu Tax Sub-district 15.25%, Medan City Sambu Tax Sub-district 14.39% Southeast Medan Sambu Tax Sub-district 13.75%, South Medan Sambu Tax Sub-district 13.49% and East Medan Sambu Tax Sub-district 8.14.

The bustling marketplace of Medan's Sambu Tax City was the subject of a thorough research study, which aimed to explore the vibrant and energetic high-traffic area situated at the heart of the market. The streets of this area were constantly bustling with a multitude of vendors and shoppers, creating a lively and bustling shopping experience. However, this also led to congestion, particularly on weekends when the sellers were at their busiest.

The marketplace was characterized by its temporary stalls, which added a dynamic and often crowded atmosphere to the overall shopping experience. These stalls were known for their wide variety of products, catering to the diverse needs and preferences of the clientele. From used goods and clothing to bags, accessories, food, and drinks, the marketplace had something to offer for every shopper, making it a highly popular destination.

Located in the bustling city of Medan, the Sambu Tax City marketplace was a hub of activity and commerce. The constant flow of people, both buyers and sellers, contributed to the lively and vibrant atmosphere of the market. The central location of the marketplace also made it easily accessible to locals and tourists alike, further adding to its popularity.

The research study focused on exploring the unique characteristics and dynamics of this bustling marketplace. Through observation and interviews with both vendors and shoppers, the researchers were able to gain valuable insights into the inner workings of the Sambu Tax City marketplace.

One of the key findings of the research was the role of the temporary stalls in creating a dynamic and crowded atmosphere within the marketplace. These stalls, often made of simple materials such as tarp and bamboo, were set up by vendors every morning and taken down at the end of the day. This allowed for a constantly changing landscape within the marketplace, making it a vibrant and ever-evolving space.

The variety of products offered at the marketplace was also a notable aspect of the research findings. From second-hand goods to locally made handicrafts and food, the marketplace catered to a diverse range of customers. This not only attracted a wide range of shoppers but also contributed to the economic growth of the surrounding community through the support of local businesses.

Furthermore, the research also highlighted the challenges faced by vendors in this bustling marketplace. The limited space and high competition often led to conflicts and disputes among vendors, especially during peak hours. However, the sense of community and camaraderie among the vendors was also evident, as they often helped each other out in times of need.

The research conducted in the Sambu Tax City marketplace provided valuable insights into the bustling and vibrant atmosphere of this high-traffic area. The temporary stalls, diverse range of products, and sense of community among vendors all contributed to making it a popular destination for shoppers. Despite the challenges faced by vendors, the marketplace continues to thrive and contribute to the local economy, making it an integral part of the bustling city of Medan.

Consumer Interest in Purchasing Used Goods

Interest in an object becomes exceedingly visible when that object aligns perfectly with a person's wants and needs. This concept is not just theoretical but is well-documented in various cultural and linguistic contexts. For instance, the Large Indonesian Dictionary (KBBI) defines "interest" as a strong inclination towards something. This often manifests as a desire to obtain items that satisfy personal needs or wants, such as clothing or second-hand goods. These items are often purchased to fulfil specific needs or desires.

In this context, it becomes imperative to delve deeper into how interest shapes consumer behavior, particularly in bustling marketplaces like the Lelong Market. Located in the heart of Sambu Medan Tax City, the Lelong Market serves as a vibrant hub for buying and selling goods. This marketplace is not just a commercial center but a cultural and social one as well, reflecting broader societal trends and individual preferences.

The Lelong Market is particularly famous for its trade in second-hand goods. These items, which often have an unknown provenance, are nonetheless cherished by consumers. The allure of second-hand goods lies in their affordability, uniqueness, and the thrill of the hunt for hidden gems. They offer a chance for consumers to acquire items that might otherwise be financially out of reach if purchased new.

To better understand the dynamics of consumer interest in used goods, research and observations were conducted in the Lelong Market. The study's aim was to uncover the underlying reasons behind the popularity of second-hand goods among the public. Through interviews with six respondents, invaluable insights were gained into the motivations and preferences of consumers.

Each of the six respondents provided unique perspectives on why they gravitate towards used goods. Their answers revealed a complex interplay of economic, psychological, and cultural factors. Economically, many consumers are drawn to second-hand goods because they offer significant cost savings compared to new items. This is especially important in a world where economic pressures are ever-present and the cost of living is continually rising.

Psychologically, the purchase of used goods often satisfies a need for individuality and self-expression. In a world saturated with mass-produced items, second-hand goods offer a sense of uniqueness and personal connection. Each item comes with its own history and story, which adds an intangible value that new items often lack. This emotional connection to an item's past can be a powerful driver of interest and purchasing behavior.

Culturally, the practice of buying used goods is deeply ingrained in many societies. It reflects broader values of sustainability and resourcefulness. In Indonesia, as in many other countries, there is a growing awareness of the environmental impact of consumerism. Purchasing second-hand goods is seen as a way to reduce waste and promote sustainability. This cultural shift towards more sustainable practices is reflected in the popularity of markets like Lelong.

The interviews conducted in the Lelong Market also revealed that the act of shopping for used goods is often seen as a recreational activity. Many consumers enjoy the challenge of finding unique items at a bargain price. This "thrill of the hunt" is an important aspect of the shopping experience and adds an element of excitement and satisfaction that is often missing from purchasing new items.

Furthermore, the Lelong Market itself plays a significant role in shaping consumer behavior. Its central location makes it accessible to a large number of people, and its vibrant atmosphere draws in shoppers from all walks of life. The market is a melting pot of cultures, ideas, and goods, creating a unique shopping experience that cannot be replicated in more conventional retail settings.

The social aspect of shopping in such a market also cannot be overlooked. Markets like Lelong are social spaces where people come not just to shop but to interact, exchange ideas, and build community. This social interaction is a key component of what makes shopping for used goods in

such settings so appealing. It transforms a simple transaction into a shared experience, enriching both the buyer and the seller.

While the economic, psychological, and cultural factors are crucial in understanding consumer interest in used goods, it is also important to consider the practical benefits. Used goods can provide access to high-quality items that might otherwise be unaffordable. For instance, a designer piece of clothing or a high-end electronic device can be purchased at a fraction of the cost when bought second-hand. This accessibility to quality products is another reason why consumers are drawn to markets like Lelong.

The interest in used goods at the Lelong Market is a multifaceted phenomenon. It is driven by a combination of economic necessity, psychological satisfaction, cultural values, and practical benefits. The market's unique setting and social atmosphere further enhance the appeal of shopping for second-hand items. As our understanding of consumer behavior continues to evolve, it is evident that interest in used goods is not just a fleeting trend but a deeply rooted preference that reflects broader societal changes. Whether driven by a desire for sustainability, individuality, or economic savings, the purchase of second-hand goods offers a rich and rewarding experience for consumers. The findings from the Lelong Market underscore the importance of understanding these motivations, providing valuable insights for retailers and policymakers alike. By recognizing and catering to the diverse needs and desires of consumers, markets can continue to thrive and serve as vibrant centers of commerce and community.

Factors that influence consumer interest in the purchase of used tax on Medan Sambu

Indonesia, a country with a vast and diverse population, presents a unique landscape when it comes to consumer behaviour, particularly in the context of purchasing used goods (Wujarso & Sumardi, 2023). The economic disparity among its residents means that while some individuals struggle to meet their basic needs, others are drawn to second-hand products out of sheer interest and appreciation for their quality and design (Frank, 2024). This duality in consumer behaviour is a fascinating subject, revealing much about the social and economic fabric of Indonesian society.

Many residents in Indonesia face economic challenges that make it difficult to meet their daily needs (Ashari & Nugrahanti, 2021). For these individuals, buying new items is often a luxury they cannot afford. Instead, they turn to used goods, which offer a more affordable alternative. These second-hand products provide a practical solution for those seeking to stretch their limited budgets while still acquiring the items they need. This pattern of consumption is not merely a matter of necessity but also reflects a broader trend of resourcefulness and adaptability among consumers.

However, the appeal of second-hand goods is not limited to those with financial constraints (Valor et al., 2022). A significant segment of the population, who are financially stable and capable of meeting their needs, also express a keen interest in used products. This interest is often driven by the quality and uniqueness of these items. Despite being pre-owned, many of these goods retain excellent shape and functionality, making them not only suitable for use but also desirable for their aesthetic and historical value.

To delve deeper into this phenomenon, research and observations were conducted by the authors at a specific location: Jl. Komyos Sudarso Komplek Yuka, in the Sungai Beliung Village of the Sambu Tax District in Medan. Through a series of interviews with local residents, a clearer picture emerged of the motivations behind the purchase of used goods. The responses gathered from these interviews were enlightening, revealing the diverse reasons that drive interest in second-hand items.

One of the most compelling findings from the research was the broad appeal of used goods across different demographics. Enthusiasts of second-hand products span all ages, from young individuals to older adults. This wide-ranging interest underscores the fact that used goods hold universal appeal, transcending age and often economic background.

The allure of second-hand goods extends to individuals across various economic strata. It is not uncommon to see people from upper, middle, and lower economic classes frequenting marketplaces and shops that specialize in used items. For many, the primary attraction is the affordability of these goods. Second-hand items are generally available at a fraction of the cost of new products, making them accessible to a wider audience.

In addition to affordability, the quality and brand appeal of used goods are significant factors in their popularity. Many second-hand items are from well-known brands, offering the assurance of quality and durability. The opportunity to own branded goods at a lower price is an enticing proposition for many consumers, providing them with access to high-quality products that might otherwise be beyond their financial reach.

The research conducted in Sambu Tax District revealed that interest in used goods is also driven by a sense of sustainability and environmental consciousness. As global awareness of environmental issues grows, more consumers are looking for ways to reduce their ecological footprint. Purchasing used goods is seen as a sustainable choice, as it promotes the reuse and recycling of products, thereby reducing waste and conserving resources.

Furthermore, the experience of shopping for second-hand goods is often seen as an adventure, a treasure hunt of sorts. The unpredictability of what one might find adds an element of excitement to the shopping experience. This thrill of discovery is a significant draw for many consumers, turning what might otherwise be a mundane activity into an engaging and enjoyable pursuit.

The social aspect of buying used goods cannot be overlooked either. Markets and shops that sell second-hand items often serve as community hubs where people gather, interact, and exchange stories. This social interaction enriches the shopping experience, fostering a sense of community and connection among consumers.

The findings from the research conducted at Jl. Komyos Sudarso Komplek Yuka highlight the multifaceted nature of interest in used goods. They illustrate how economic necessity, quality, brand appeal, sustainability, and social interaction all play a role in shaping consumer behaviour. This complexity is reflective of the broader societal trends in Indonesia, where traditional values and modern consumer habits intersect.

It is evident that the interest in second-hand goods is not just a transient trend but a deeply rooted preference that resonates with a wide range of consumers. As the market for these goods continues to grow, it offers valuable insights into the evolving nature of consumerism in Indonesia. Understanding the motivations and preferences of consumers is crucial for retailers and policymakers, allowing them to better cater to the needs and desires of the population.

The interest in used goods in Indonesia is a reflection of the country's diverse and dynamic consumer landscape (Neilson, 2022). It is driven by a combination of economic, social, and cultural factors, each contributing to the overall appeal of second-hand products. Whether motivated by necessity or desire, consumers' engagement with used goods offers a rich and rewarding experience, highlighting the resourcefulness and adaptability that defines much of Indonesian society. As interest in second-hand goods continues to grow, it presents opportunities for further research and exploration, promising to enhance our understanding of consumer behaviour in this vibrant and complex marketplace.

Based on the mixed-methods research approach, which combined quantitative survey analysis and qualitative insights from interviews and observations, the study yielded the following key findings:

4.1. Quantitative Findings (Survey Analysis)

Using SPSS and SmartPLS for statistical analysis, the study identified the significant factors influencing consumer interest in purchasing used goods at the Sambu Medan Tax Shopping Center:

- Economic Factors (H1 Supported)

The affordability of second-hand goods was the strongest predictor of consumer interest. Regression analysis showed a significant positive relationship ($p < 0.01$) between price sensitivity and purchase intention, indicating that lower prices drive demand.

- Environmental Awareness (H2 Supported)

Consumers with higher environmental consciousness exhibited a strong preference for used goods, supporting the idea that sustainability concerns play a role in purchasing decisions ($p < 0.05$). However, this factor was secondary to economic considerations.

- Unique/Vintage Appeal (H3 Supported)

Many respondents expressed interest in the uniqueness and exclusivity of second-hand fashion. Factor analysis revealed that shoppers perceived used goods as having distinct styles, increasing their desirability.

- Technological Influence (H4 Partially Supported)

While some consumers used online platforms to browse available products, the direct influence of AI-driven recommendations on purchase decisions was moderate ($p > 0.05$). However, social media exposure and digital marketing played a role in increasing awareness.

- Perceived Risk (H5 Supported)

Concerns over product quality, hygiene, and authenticity negatively impacted consumer interest. The regression analysis confirmed that higher perceived risks led to lower purchasing likelihood ($p < 0.01$). However, trust in specific vendors helped mitigate these risks.

4.2. Qualitative Findings (Interviews & Observations)

Through in-depth interviews and observational studies, several recurring themes emerged:

- Social Influence & Cultural Acceptance

Many shoppers cited word-of-mouth recommendations and family traditions as factors influencing their preference for second-hand goods.

- Emotional Connection & Bargaining Experience

Consumers enjoyed the thrill of bargaining and the experience of finding hidden gems, which added sentimental value to their purchases.

- Trust in Vendors

Regular shoppers preferred trusted sellers who assured product quality, indicating that vendor reputation played a critical role in reducing perceived risks.

- Shopping Behavior Patterns

Observational data indicated that younger consumers were more inclined to explore unique fashion pieces, whereas older consumers prioritized affordability.

5. Conclusion

The study confirmed that economic affordability remains the primary driver of consumer interest in used goods at Sambu Medan Tax Shopping Center, followed by environmental awareness, vintage appeal, and technological influence. Perceived risks remain a barrier but can be mitigated by vendor trust and social influence. These findings provide valuable insights for policymakers and businesses looking to enhance the second-hand market's appeal while addressing consumer concerns. In the sale of used goods, it is crucial for sellers to provide detailed information about the items to help consumers make informed decisions and avoid potential losses. Buyers should be diligent in inspecting and maintaining the cleanliness of purchased items, especially those intended for personal use, such as footwear, by thoroughly washing them. This is important as these goods are often imported and previously used. Additionally, consumers should carefully assess any imperfections or missing components, such as missing laces or soles, to ensure they select items that meet their quality expectations. Not all used goods available for purchase are in optimal condition, so thorough evaluation is essential..

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