

Bachelor Thesis

A Quantitative research on customer satisfaction within online second hand shopping

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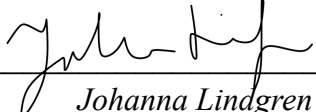
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Abstract:

Technology is moving forward, as well as the problem with the fast fashion industry. Hence, second hand online shopping is growing because of this. Therefore, the purpose of this thesis is to explain the impacts of perceived quality, customer expectations and trust on customer satisfaction in online second hand shopping? To be able to conduct this research, the theoretical framework includes the dependent variable Customer satisfaction and the three independent variables, perceived quality, customer expectations and trust. These variables led to three hypotheses created by the authors. Through a deductive approach and within quantitative research a questionnaire was made to gather data that was published on social media platforms. The data was collected through convenience sampling within the population chosen. However, both ethical and societal issues have been taken into account while doing the questionnaire and conducting the data. The collected data was runned through SPSS to create statistical models and test the three hypotheses created. Thereafter it could be seen that hypothesis 1 was accepted and hypotheses 2 and 3 were rejected. This concluded that only perceived quality has a positive effect on customer satisfaction in a second hand online shopping context.

Key Words:

Customer Satisfaction, Perceived Quality, Customer Expectations, Trust

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1. Introduction

This chapter will in addition to the background state the problematization and purpose of this research.

1.1 Background

Today there is a lack of environmental concern within the fashion industry which mainly consist of lower-quality fashion (Silva et al., 2021). It can be seen that the fast fashion consumption is dominated by keeping up with ongoing trends, which gives the pieces a short product cycle, and the businesses being affected by adopting fast-fashion business strategies to follow up on these trends. On the other hand, Silva et al., (2021) explains that there are signs of changes in this sector because consumers are becoming more aware of how their consumption decisions and choices actually impacts the environment. Moreover, this encouragement by consumers creates a new interest and awareness of purchasing second-hand products, which in turn avoids waste of production. Silva et al., (2021) argues that for the second hand market to thrive, consumers need to be educated about the value of the product and also change their consumption mindset (ibid). Furthermore, second-hand purchases cause a lot of positive consequences such as environmental and social impacts (Assoune, n.d). By purchasing second hand products saves lots of resources, water and energy. It also reduces carbon emissions which clearly is one way to make fashion more sustainable (ibid). Silva et al., (2021) points out that the secondhand market grew 21 times faster compared to the retail market the last three years. Additionally, it is also expected to double the global value by 51 billion dollars during 2023. These numbers are very positive working towards a more sustainable world (ibid).

Since the second hand market is growing (Silvia et al., 2021), the second-hand shopping trend does advance sustainability within the whole fashion industry by reducing the production of new pieces (Assoune, n.d). Moreover, different marketplaces today allow consumers to both buy and sell old used products on the internet (ibid). Such platforms enable consumers to track and trace information about the product with the idea of eliminating the risk of buying poor-quality products (Geetika et al., 2022). However, there is an ongoing discussion if e-commerce will replace traditional retailing (Solomon et al., 2019). The internet technology has spread within business applications and the field of e-commerce

has extended during recent years which makes consumers more tended to shop online (Atilgan & Alhussein, 2021).

E-commerce and the internet overall brings a lot of benefits for both buyers and sellers (Armstrong et al., 2012). In addition, around 86% of online shoppers today are willing to pay more for an easier and smoother shopping experience which can be done by online shopping (Prefixbox, n.d). One benefit for buyers is that the internet can provide access to information about the brand and their products, Armstrong et al., (2012) points out that a good website can often provide more useful information than an experienced salesperson. Moreover, it is easier for a customer to feel control by using the internet in the search process of a product or service. There is a possibility to compare prices, performance, quality and so on between different brands instead of going into a specific brand's physical store and only seeing their assortment of products or services (ibid). Furthermore, it can be seen that consumers who buy second-hand on online platforms seek benefits beyond low prices and affordability (Geetika et al., 2022). Consumers feel that a platform instead of a physical store can help them to track back the product to its origin and also give information about the quality and details about the previous user which in turn will lead to customer satisfaction because of the availability of information (ibid).

Customers do form expectations from a brand which companies need to meet in order to get them satisfied. If a customer does not feel that a product or service gives them satisfaction, it is easy to switch to a competitor and not talk about the experience in a positive way to others. On the other hand, if a customer does feel satisfied, they will very likely buy again and tell others about the good experience (ibid). Moreover, customer satisfaction includes various facets of a customers experience such as, the purchasing process, the post purchase experience and the availability of the products (Bernazzani, 2022). Therefore, the whole process is essential in order to maintain and meet the customers needs and wants. However, measuring customer satisfaction also gives businesses a perspective of what makes the business successful and what to improve further (Bernazzani, 2022).

Second hand online on the internet today works differently. There are other sites like Sellpy, where they cover the whole process. They pick up the pieces at the customers door, they sort the products and then put it on their website. When the product is then sold to another

customer, Sellpy does also ship the product to the new customer. The authors of this study have chosen to focus on the second option with Sellpy as an example, where the customer only sort their own closet and then Sellpy handles the rest of the process (Sellpy n.d). This is because of the reason that this is where the authors want to see if this service gets the customers more satisfied even though it is an online website.

1.2 Problem Discussion

In general, consumers are becoming more aware of their own impacts on the environment and at the same time of how the fashion industry works as a whole (Fryman, 2021). It can be seen that the majority of consumers want to buy from brands which makes concrete steps toward sustainability (ibid). Moreover, Fryman (2021) explains that since second-hand fashion gains more traction among consumers every day, so do digital resale platforms with full force. On the other hand, this rise comes with many challenges for marketplaces and e-commerce brands. The social part of shopping in a physical store and the satisfying experience of thrifting is digging through piles and racks with clothing to find the special pieces. However, since more shopping is moving online retailers are now tasked with the mission to deliver an equally satisfying hunt online. Thus, retailers need to find their own way of creating an inspiring online experience which replicates the societal aspects of joy and physical experience in a store which can be a huge challenge (ibid).

A study like this contributes to research working towards a more sustainable society and future. Hence, second hand shopping online generates a prolonged lifespan of clothes, compared to newly produced clothes. Nizzoli (2022) brings up the example from the clothing industry. However, choosing second hand clothes prior to new clothes, includes benefits such as different bypasses in the supply chain as well as reduction of waste. The problem that arises from choosing new clothes is the shortened lifespan of the clothing pieces which goes against the steps towards sustainability (ibid). Moreover, there are more benefits with shopping for second hand clothes (Mindful Of The Home, 2023). Buying second hand clothes saves money, in most cases the pieces are more affordable than buying brand new clothing pieces (ibid). Different thrift stores and websites are all different when it comes to both quality and prices, but in most cases the prices are never near full price. In addition, shopping second hand gives the customer a more unique wardrobe. The chances of there

being more than one version of the same piece is very unlikely, so if a customer wants a one-of-a-kind clothing, shopping second hand is the better alternative (ibid).

Another aspect regarding second hand shopping online includes the benefits of saving money, but also the reduction of the waste (Mindful Of The Home, 2023). However, the problem that needs to be taken into account is consumers' consumption mindset and the valuation of second hand since society is working towards a more sustainable lifestyle (Nizzoli, 2022). On the other hand, second hand shopping still contains ethical problems, which makes it hard to change consumers' mindset (ibid). It can be seen that the second hand is not a transparent industry because it is impossible to trace the actual journey of the collected pieces in most cases, which is bad from an ethical point of view. The information about the manufacturing, working conditions and fair wages is nowhere to be found (ibid).

Furthermore, since technology is developing every day, more and more companies expand online with websites providing their products or services. When everything becomes more available online, it is harder to satisfy the customers (Atilgan & Alhussein, 2021). Moreover, while the technology is developing forward, so is the second hand market within the consumption industry. This leads to a need to investigate more about the connection between customer satisfaction and online second hand shopping (Silva et al., 2021). Therefore, the focus of this research is to explain how perceived quality, customer expectations and trust have an impact on customer satisfaction within an online second hand shopping context. Moreover, Cosar et al., (2017) argues that, if a website is reliable, meets the customers expectations and the quality of the online website is perceived, the customer satisfaction within a product or service increases. Together with this information, the authors of this study will test these variables against customer satisfaction to see if there are any positive effects.

1.3 Purpose

The purpose of this study is to explain the impact of perceived quality, customer expectation and trust on customer satisfaction in online second hand shopping

2. Theoretical Framework

In this chapter customer satisfaction will be presented as a dependent variable. Furthermore, perceived quality, customer expectations and trust are presented as independent variables.

2.1 Customer Satisfaction

Customer satisfaction does depend on a product's performance and also how a customer's expectations are met (Armstrong et al., 2012). Solomon et al., (2019) explains that customer satisfaction is the overall reaction to a product or service after purchase (Solomon et al., 2019). Moreover, highly satisfied customers repeat purchases and tell others about their good experience with a product or a brand. In addition, high levels of customer satisfaction lead to greater customer loyalty which in the long run results in better company performance (Armstrong et al., 2012), since customer satisfaction/dissatisfaction play a big role in future behavior within purchase decisions (Solomon et al., 2019). Also, it can be seen that customer satisfaction is important for business owners and marketers because it provides them with a metric which they can use to improve and manage their businesses and this is one way to determine the continuity of the business (Burity, 2021). Furthermore, Burity (2021) explains that companies generate higher productivity, market value-added and stock market performance from higher levels of customer satisfaction. In addition to these improvements these high levels also serve as a safeguard against increasing price competition and enhance customer loyalty which can be an outcome from satisfaction (ibid).

The key with customer satisfaction is to meet the customer's expectations (Armstrong et al., 2012). Smart companies aim for delighting customers by delivering more than they promise to deliver. Moreover, a company can always increase customer satisfaction by lowering prices or increasing its services, but this will only result in lower profit which goes against marketing which is about generating customer value profitability (Armstrong et al., 2012). In addition, Solomon et al., (2019) points out that post-purchase product experience is a very important part of the overall satisfaction because it affects future purchasing choices (Solomon et al., 2019). Furthermore, Garbarino & Johnson (1999) argues that the focus while measuring customer satisfaction should be on measuring different components together with satisfaction. These components can be other variables that can affect the outcome of satisfaction. This is because this type of measure can identify aspects which require special

attention. An evaluation of these components shows the importance of service providers within future intentions when it comes to both high and low relational customers. Garbarino & Johnson (1999) points out that satisfaction is the main driver for customers with weak relationships of overall satisfaction and therefore future intentions (Garbarino & Johnson 1999).

The more satisfied the customer is with the delivery services in an online purchase situation, the more influence on the customer satisfaction is seen (Cosar, Panyi & Varga, 2017). The customer satisfaction can be affected by the easy access on the online shopping site, as well as the design of the site, the service and the product variety on the website. However, the better delivery service, will lead to better reviews of the product and higher customer satisfaction (ibid). Furthermore, in order for the customer to feel satisfied, Cosar et al.,(2017) argues that the customer values privacy policies high, such as customer data and customer payment information. If the customer feels unsafe with a specific online shopping site, the more likely to avoid a purchase from the webshop the customer is. Here, a well developed website affects trust and customer satisfaction (Cosar et al., 2017).

Moreover, according to Chiguavi (2023), the relation between online customer platforms and customer satisfaction is positive. However, digital commerce is a trustworthy method to use in order to keep the customers satisfied as well as using a low-cost system. It can be seen that customers prefer short and concrete messages with information that provides them with service quality Chiguavi (2023). In addition, according to Cosar et al., (2017) it can be seen that if a customer is satisfied, they should perceive quality, as well as feel trust during an online purchase. Also, the key with customer satisfaction is to meet the customer's expectations (Armstrong et al., 2012) Therefore, these three factors need to be considered by online second hand websites to enhance customer satisfaction.

2.2 Perceived Quality

Customers look for quality and value in products or services (Solomon et al., 2019). Bahari et al., (2021) explains that if a product's perceived quality meets the expectations a customer has, it will consider the quality of the product to be reasonable and therefore be satisfied. Also, if a product has a solid quality this will maintain a high customer satisfaction level and also attract new customers to make potential purchases. Moreover, buyers do consider

product quality as an element while deciding to purchase. In addition, if the customer has a positive perception of the product quality, customer satisfaction is achieved (Bahari et al., 2021). However, the quality of the online purchase as well as the quality of the delivery can also impact the level of the customer satisfaction (Cosar et al., (2017).

Moreover, according to Qualti, Vela, Li, Dakhan, Thuy & Merani (2021) it can be seen that perceived quality has a direct effect on consumers' purchase intentions. However, the effect of a negative perceived quality from potential customers can be relatively high depending on factors such as perceived risk, trust and lack of experience. Regarding Qualati et al., (2021) perceived quality is said to be one of the most important factors needed for a repurchase. Therefore, the importance for online stores to take into consideration in order to attract customers, is the colors and real time service. By doing this, a company should pay attention to the attractiveness of the online website to create perceived service quality (Qualati et al., 2021). Moreover, Silva et al., (2021) points out that firms need to consider taking extra care about their customers by conveying quality-related information. For example, the reviews that customers can report on online websites post purchase. By offering the service and availability to write a review after a purchase increase the perceived quality. It also gives other potential customers a filtered presentation of former experiences. This will increase familiarity in its quality and the likelihood of new purchases (Silva et al., 2021). In addition, in order to avoid the negative aspects and missed affairs, such as difficulties with the delivery and the quality of the delivery, the online shopping site needs to think about the customer's expectations and the way a purchase is made (Cosar et al., 2017).

2.3 Customer Expectations

According to Armstrong et al., (2012) customers form expectations about a certain product and its value. In addition, how various markets will deliver and if it is possible to repeat that purchase. Moreover, it is important for a marketer to set the right level of expectations in order for the customers to feel that the brand lives up to those. If a company sets too high expectations, it is more likely the buyers will be disappointed. On the other hand, if a company sets too low expectations it is likely that the buyers will be satisfied but fail the mission to attract enough buyers (Armstrong et al., 2012). Burity (2021) points out that because of the reason that supply chain management competency enables companies to create value by meeting customer service expectations better, customer satisfaction increases (ibid).

Furthermore, whether a product or service does meet or even exceed the expectations is the true test of the decision-making process (Solomon et al., 2019).

Lin & Lekhawipat (2016) explains that when it comes to online shopping, customers' form their expectations based on earlier habits. Customers who are experienced online shoppers base their expectations on perceived performance during former consumption experience. On the other hand, customers who are not experienced online shoppers have less knowledge and unrealistic expectations about it and they tend to use perceived performance more when judging disconfirmation than those customers with these habit patterns. Moreover Lin & Lekhawipat (2016) argues that once a customer's expectations or goals have been achieved, the customer feels satisfied. In addition, since technology is moving forward becoming more advanced every day, online retailers can see noticeable shifts within customer expectations and behaviors and studies show that online customers have higher expectations than ever, due to these advances (Lin & Lekhawipat 2016).

Furthermore, since technology is moving forward and online shopping tends to grow very fast (Kim & Stoel, 2005) explains that a well working customer service is important and expected from the customers. Based on a customer's earlier experiences from shopping in a physical retail store and getting treated well by the employees, the customer has high expectations of how to be treated even online. The study made by Kim & Stoel (2005) shows two important dimensions which should be available at an online website to be at the expected level a customer service should be at. The first dimension is the availability of a FAQ (Frequently asked questions) which allows shoppers to get direct answers for common questions. The second dimension is the availability of in-stock status information predicting online purchase intent. If a customer gets this information immediately it can prevent them from not meeting the expectations created. In addition, according to Kim & Stoel (2005) if a brand can meet a customer's expectations out of a well working customer service this will lead to the customer feeling trust towards the website (ibid).

2.4 Trust

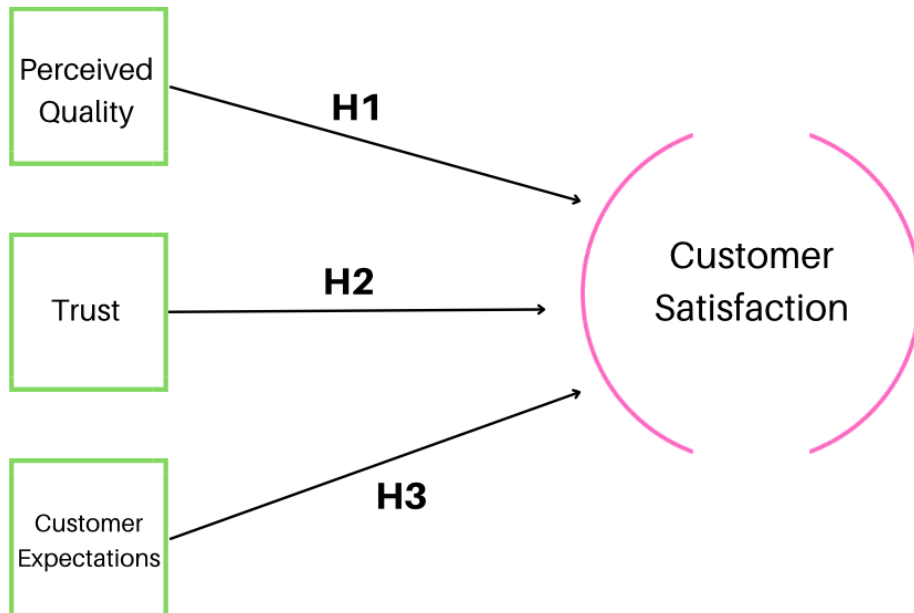
According to Zeqiri, Ramadani & Aloulou (2022) it can be seen that trust is an important part within online shopping. While firms build and create trust online, the customer that gives trust, does also perceive value. Moreover, the perceived value that comes from online

shopping affects the trust that customers get and results in either a repurchase or not. If a customer trusts an e-site, it tends to make other purchases from the online store. This goes in line with the analyzed online shopping context that customers intend to make a repurchase from an online store since they were positively influenced and feel trust to the retailer (Zeqiri et al., 2022). However, there are positive impacts of the perceived benefits and online trust, as well as there are trust within personal information disclosure in an online context (Khoa & Nguyen, 2022). The perceived benefits have a positive impact on online trust and the way that personal information is used (Khoa & Nguyen, 2022). As well as Zeqiri et al., (2022) points out that trust is an important element regarding online shopping, Qualati.,et al (2021) describes that trust has a significant role in perceived service quality and purchase intention. Moreover, since online shopping is a relatively new phenomena, some customers point out the differences to deal with perceived risk, which can have both a positive and a negative influence on the purchase intention. On the other hand, a perceived purchase intention was also found to be positively related to trust in an online shopping context (Qualati et al., 2021).

As well as Cosar, Panyi & Varga (2017) points out the importance of service delivery in order to strive for customer satisfaction, trust has an important role as well. For example through trustworthy service within a customer's privacy information. Also, webshops should put focus on the flexibility of the delivery, for instance by reducing the delivery time, free shipping and making sure that the service is trustworthy. If the customer feels trust within the webshop, this will lead to customer satisfaction (Cosar et al., 2017). However, according to Qualati et al., (2021) if a customer has a negative thought about the online shopping website, it probably may be due to lack of trust. There is a relationship between constructs and perceived risks that can affect trust in an online shopping setting. However, trust is therefore an important role of the growing online shopping behavior. What can be seen is that a customer's perceived reputation of purchasing from a webshop is significantly dependent on trust. Here, the potential customers pay more attention to branded products at the same time as the company's reputation. Additionally, there is a substantial relationship and effect the perceived risk between trust in online shopping settings and the customers purchase intention. Therefore, perceived risk mediates the relationship between trustworthiness to a brand and the purchase intention (Qualati et al., 2021).

3. Conceptual Framework

3.1 Conceptual Model



Model 1 - Conceptual Model (made by the authors)

This conceptual model is created by the authors of this study. The model gives a clear view of how the authors have chosen to create their hypotheses which later on will be tested and analyzed. The hypotheses are based on the theoretical framework which first include the dependent variable Customer Satisfaction and also the three independent variables Perceived Quality, Trust and Customer Experience. The study examines if the independent variables affect the dependent variable Customer Satisfaction in a positive way. All three of the hypotheses are stated and argued for in the upcoming chapter.

3.2 Hypotheses

3.2.1 Perceived Quality

Buyers consider perceived quality as an important element before making a purchase (Bahari et al., 2021) and if the perceived quality is positive customer satisfaction is achieved. Moreover, there are factors which do affect the perceived quality which needs to be

experienced positively to reach the achievement. Product quality is one of these factors since if the quality of the product does not meet the perceptions, a repurchase will unlikely happen because satisfaction is not achieved (ibid). However, online second hand stores need to take this into consideration and be careful when it comes to quality-related information (Silva et al., 2021). If an online second hand website can provide the availability to write a review as a post-purchase experience, here is an opportunity for retailers to gather information and thoughts about their products in order to meet the perceptions new customers can have before making a purchase. On the other hand, an online second hand website that cannot give this availability will likely have customers with too high perceptions of the product quality and probably the delivery will not meet the perceptions and then no satisfaction will be achieved (ibid).

Furthermore, Hallencreutz & Parmler (2021) argues that service quality is one of the most crucial drivers for customer satisfaction. Due to the fact that product quality was the crucial driver before, during the last decade this has shifted into service quality. This shift in focus is made out of new technology and globalization. However, this kind of shift delivers new challenges since service quality can be delivered around the clock through digital platforms today. Everything is only a smartphone away Hallencreutz et al., (2021) discuss. On the other hand, some consumers still have their doubts regarding digital customized service since they perceive it as something unreliable and complex rather than simple and available. Therefore online second hand companies as service providers need to take this into consideration and try to create relationships that feel personal with customers even if it is via digital platforms (ibid).

Hence the importance of how an online second hand brand handles quality related information about products and services, this is a factor that can affect the outcome of achieving customer satisfaction. This together with having a well working and trustworthy relationship with customers is crucial since technology is moving forward. Therefore, the authors of this research choose to examine to what extent perceived quality has a positive effect on customer satisfaction in an online second hand context.

H1: *Perceived Quality has a positive effect on customer satisfaction in online second hand shopping*

3.2.2 Customer Expectations

There are no exact measurements to what level a firm should set the expectations (Armstrong et al., 2012). However, it is important for the online second hand brand to get to know their market in order to set the right level of expectations to make the customers feel that the brand lives up to those, and feels satisfied. Moreover, there can be problems with setting both too high and too low expectations and both of these options have their consequences. If the expectations are set too high, it is likely that the consumers will feel disappointed. On the other hand, if the expectations are set too low it is likely the consumer will feel satisfied, but by looking at it from another point of view, the mission is to attract enough buyers with the right expectations (ibid). Furthermore, since technology is moving forward it can be seen that customers do have higher expectations due to these advantages (Lin & Lekhawipat 2016). Therefore it can be seen as very problematic for the online second hand shopping websites because they need to have all the expected functions and information available to meet these high expectations and achieve satisfaction (ibid). Kim & Stoel (2005) argues that a well working customer service is one of the highly expected functions that should be available on an online shopping website. In addition, if these expectations are not met by a website, the expectations will not be achieved and this will lead to a dissatisfied customer (ibid).

Since customer expectations is one factor that needs to be met in the right way in order to achieve satisfaction, the authors of this paper chose to test if customer expectations have a positive effect on customer satisfaction in an online context.

H2: *Customer expectations have a positive effect on customer satisfaction in online second hand shopping*

3.2.3 Trust

Since trust is seen to be an important part in order to create customer satisfaction, companies need to get their customers to trust their online second hand website (Zeqiri et al., 2022). However, the problems that can arise is that the customer does not perceive the value of trust, which can lead to a non repurchase. On the other hand, if a customer does feel trust to a webshop, it intends to make a repurchase. Moreover, Qualati (2021) brought up a customer's point of view and the problems with a negative thought regarding the online second hand shopping website. This can therefore be argued that the customer lacks trust. A study made

by Roza, Octavia & Sriahyudha (2022) states that there are no correlations between trust and the risk that consumers take when purchasing products through online websites and through e-commerce. However, it can be seen that it is influenced, but not a significant correlation. Therefore, it can be argued that businesses need to understand the main factors for creating trust for consumers, as well as understand the consumer behavior in e-commerce (ibid). Additionally, it can also be seen that trust in e-commerce is highly valued since there must be some kind of reliability within an online second hand website (Pandey, Tripathi, Jain & Roy, 2019). However, the problem that further is discussed by Pandey et al., (2019) is that trust plays an important role, but many individuals prefer physical stores instead of online purchases because of lack of trust.

Due to the fact that trust is an important part, in order for online second hand companies to understand how consumers trust their e-site, the authors of this paper choose to test how trust has a positive effect on customer satisfaction in an online second hand shopping context.

H3: *Trust has a positive effect on customer satisfaction in online second hand shopping*

4. Method

In this study the researcher will conduct quantitative research with the help of a questionnaire in order to gain the data needed. In addition, both ethical and societal issues are included.

4.1 Quantitative Research

Quantitative research is a method used to measure or count different social phenomena and the correlation between the variables (Bell, Bryman & Harley, 2019). The quantitative research approach involves collecting a large amount of data and defining different relationships between dependent and independent variables (ibid). Bhandari (A) (2020) defines quantitative research as the process of collecting and analyzing numerical data. This can be used to make predictions, find patterns, test causal relationships and generalize results to wider populations. The authors of this paper have chosen to use quantitative research for correlational research. With the help of correlational research the authors can investigate relationships between their study dependent and independent variables. Moreover, correlational research will in this study be used to formally test hypotheses (ibid). Furthermore, quantitative research deals with primary sources where data is represented in numerical form (Qualtrics, 2023). This data can include closed question statistics, or demographic data. In order to collect the data in this research, questionnaires are often employed as one of the main research methods to gain first-hand sources of information in primary research. (ibid).

The reason why a deductive approach and a quantitative research method is the most suitable for this thesis is because of the data that needs to be collected as well as represented from the hypotheses stated in 3.0 (Bryman & Bell, 2019) In this quantitative research, the hypotheses tests and reflects either if they are accepted or rejected based on the significant level. The results will later on be presented in chapter 5.0 Result and interpreted in chapter 6.0, *Analysis*. From the information provided above, the authors of this study have chosen to collect their informative data through a questionnaire that gathers its data through a non-probability sample and a convenience sampling method (ibid). The collected data from the questionnaire is later on run in the programme of SPSS.

4.2 Research Approach

According to Bryman and Bell (2019), a business research is defined and made because researchers need to reflect on what is going on in an organization and what questions that occurs. Therefore, a business research is important and can motivate because of the developments and changes in organizations and in society. However, Bryman & Bell (2019) describes a research strategy where there is a phenomenon that occurs naturally in the world that needs to be further analyzed and interpreted. Here, the researchers have chosen to use an deductive approach. Moreover, a deductive approach is when the researchers have developed hypotheses based on the theory that have been gathered. Also, based on the hypotheses, make a research design that fits the study in seek (BRM, n.d).

Hence, the purpose of this research is to measure customer satisfaction within online second hand shopping with help of three independent variables, perceived quality, customer expectation and trust. Furthermore, in order to investigate the research, the study leads to a deductive approach through the quantitative method. Through the deductive approach, the authors of this paper have combined the three independent variables and stated hypotheses with, together with the dependent variable of customer satisfaction. The criteria that are used to measure and evaluate the research are also an important research process (Bryman & Bell, 2019). Furthermore, the focus of this research is customer satisfaction and the three independent variables such as perceived value, customer expectations and trust. With the help of the deductive approach and quantitative research, this study will show the result of how customer satisfaction and its subconcepts goes along with the phenomenon, second hand online shopping.

4.3 Research Design

Regarding Bryman and Bell (2019), a research design is an important part of the research since there is a criteria used in order to evaluate a business research. It is a framework that can generate evidence that fits the criteria and the research questions that have been stated in the questionnaire of the study. Moreover, according to Bryman & Bell (2019), there are five different types of research design. The one that has been chosen to use in this research is the cross sectional design. This is because cross sectional research design is most focused on online surveys and makes it possible for variables to variate. Since the cross sectional

research design requires online publishing, a self administered questionnaire is made and published on different social media platforms in order to gather data for the survey.

Furthermore, the cross sectional design of the study gives advantages such as the interest in the variation of the answers that have been collected throughout the questionnaire. Also, quantification. Here, it is necessary to implement a systematic method to measure the variation. Lastly, with help of the research design it is possible to analyze and see the relationships between the variables in the study (Bryman & Bell, 2019). Since this thesis examines how perceived quality, customer expectation and trust affect customer satisfaction, the cross sectional research design enables the independent variables to be observed as well as variation and the dependent variable.

4.4 Operationalization

The authors of this paper conducted an operationalization in order to clarify how the questions for the questionnaire are formed out of the theory. Heath (2023) explains that an operationalization is a process where researchers turn abstract concepts into measurable phenomena. The process is often used to quantify intangible concepts such as attitudes and emotions and study these more effectively. Moreover, operationalization is an important step to use within research since it allows researchers to measure and define the variables they are studying closely, it also helps the researchers to test hypotheses more accurately. This is because multiple operationalizations can be used of a concept to decide if their results are consistent or not (ibid). The operationalization made for this research includes the total of 18 statements which are translated into questions in the questionnaire later on. These statements are related to items taken from each concept used in the previous theoretical chapter.

4.4.1 Operationalization Table

Table 1 - Operationalization Table

CONCEPTS	ITEMS	QUESTIONS	REFERENCES
DEMOGRAPHICS	Gender	Your gender is female/male/other	
	Age	You are xxx years old	
	Occupation	Your occupation is xxx	
	Income	Your income is xxx	
BEHAVIORAL	Behavior	Have you ever shopped second hand online?	
CUSTOMER SATISFACTION	Performance	When I shop second hand online it is important to me that the performance of a product or service delivers as expected. It makes me feel satisfied	Armstrong et al., (2012).
	Delivering	When I shop second hand online it is important for my satisfaction how the product or service delivers	Cosar et al., (2017)
	Price	When I shop second hand online Lower prices makes me feel satisfied	Armstrong et al., (2012)
	Safety	If a company values privacy policies high (eg. customer data & customer payment information) it makes me feel satisfied while shopping second hand online	Cosar et al., (2017)
PERCEIVED QUALITY	Purchase intention	When I shop second hand online, The quality of a product or service is important for me when it comes to purchases	Bahari et al., (2021)
	Product & Service Quality	When I shop second hand online, The quality of a product or service affect my purchase intention	Qualati et al., (2021)
	Reliability		

	<p>Quality of the delivery</p> <p>Reviews</p>	<p>When I shop second hand online, it is important to me that the website is reliable and gives quality-related information</p> <p>When I shop second hand online, how the delivery works can affect how I perceive the total quality of the service</p> <p>When I shop second hand online, Before making a purchase it is important for me to read earlier reviews on the website made by other customers about their experience with the product or service quality</p>	<p>Silva et al., (2021)</p> <p>Cosar et al., (2017)</p> <p>Silva et al., (2021)</p>
<p>CUSTOMER EXPECTATIONS</p>	<p>Too high expectations</p> <p>Too low expectations</p> <p>Customer Service</p> <p>Technology</p>	<p>When I shop second hand online, I have been disappointed by a second hand purchase because it did not meet my expectations</p> <p>When I shop second hand online, I have been surprisingly satisfied with a purchase because my own expectations were too low</p> <p>When I shop second hand online, I have the expectations that a FAQ is available</p> <p>Since technology is moving forward my expectations in general are higher about a purchase while shopping second hand online</p>	<p>Armstrong et al., (2012)</p> <p>Armstrong et al., (2012)</p> <p>Kim & Stoel (2005)</p> <p>Lin & Lekhawipat (2016)</p>
<p>TRUST</p>	<p>Comfort</p> <p>E-Trust</p> <p>Webshop Layout</p>	<p>I am comfortable while shopping second hand online</p> <p>When i shop second hand online, I trust online shopping websites when it comes to saving my personal information</p> <p>When I shop second hand online I think the layout of the website is important for creating trust</p>	<p>Zeqiri et al., (2022)</p> <p>Khoa & Nguyen (2022)</p> <p>Qualati et al., (2021)</p>

4.5 Questionnaire

The authors of this paper choose to collect their data through a self-completion questionnaire (Bell et al., 2019) since it comes with a lot of advantages for this type of study. One advantage the authors prefer is that a questionnaire with an easy-to-follow design minimizes the risk of the respondent failing answering the questions (ibid). Therefore the authors thoroughly created the questions and tested them several times before actually deciding to include them in the questionnaire. Moreover, for a respondent to follow the questionnaire it should not be too long and not include too many questions (Bell et al., 2019). The number of questions were also discussed between the authors before creating the questionnaire and the outcome is 16 questions total excluding the demographic questions in the beginning. While a respondent is answering a questionnaire, there is no one present to help if they are having problems to understand (Bell et al., 2019). Because of this the authors choose to start the questionnaire with introducing pre knowledge about the subject and study. First of all the authors present themselves and explain the reason behind this questionnaire and why they are doing the research. Thereafter it is clearly stated that if a respondent has any questions regarding the questionnaire they should not hesitate to contact the authors by email. This together with a clear and classic layout will improve response rate (ibid).

Furthermore, Bell et al., (2019) argues that quantitative research needs to provide validity and reliability. For that reason the questionnaire created for this study starts off with introducing a pre knowledge about customer satisfaction and online second hand shopping. The language in the survey is written in english in order to reach out and to be understood by as many participants as possible. Bell et al., (2019) states that the importance with a self-completion questionnaire is to make sure that the questions that are asked are related to the research questions. Additionally, there needs to be some questions that do not relate to your research questions such as demographic or behavioral questions which the authors include in the beginning of the questionnaire. Furthermore, Bell et al (2019) also states that a questionnaire should avoid long questions, however, this is because it can feel undesirable and affect the participants answers (ibid).

The authors decided that the questionnaire is going to be published on different social media channels hence it is a web-based questionnaire (Bell et al., 2019). A web-based questionnaire is preferable since it can use a much wider variety of embellishments when it comes to

appearance. In addition, using a web-based self-completion questionnaire gives the authors of this paper an eliminating process of downloading the respondents answers (Bell et al., 2019). Therefore the answers can be automatically downloaded into a database such as Excel including the exact numbers of answers. This will simplify the process of getting the answers into numbers and later use those numbers into a statistical programme in order to get the results wanted.

How the questions in the questionnaire was designed will be explained during next subchapter 4.6

4.5.1 Data Collection & Primary Data

The data collected in this thesis has been gathered through primary data with the help of a questionnaire manufactured in Google Forms. Bouchrika (2023) explains that creating hypotheses, collecting and analyzing measurable empirical data is in the process of doing primary research. Hence, according to Bouchrikas (2023) explanation, the authors of this research believe primary data as the most suitable data collection for this research. Furthermore, even though the researchers take the study seriously, this does not mean that all the respondents will. It can be seen that some answers given in the questionnaire might be incomplete or irrelevant and therefore not reliable for the research. In order to avoid this affecting the conclusion of the research, the authors must be careful while examining the results of a questionnaire (ibid).

4.6 Used Survey Technique

The way the authors ask and formulate the questions determines what finds out when doing the survey research (Bell et al., 2019). Additionally, the way the authors chose to determine the questions is also an important part of the quality and the usefulness of the data that can be collected. The chosen survey technique for this study is to use closed questions because it is easy to process the answers since the respondents simply pick one answer that is appropriate as their response. Bell et al., (2019) points out that closed questions make it easier to show the relationship between variables and to make comparisons between the respondents. Since the authors of this paper want to see if there are positive effects between perceived quality, customer expectations and trust on customer satisfaction this is a suitable technique for the paper.

According to Ronggang, Xiaoriu, Leyuan & Haiyan (2017) it can be seen that the placement of the questions plays an important role since the different questions can influence each other. It can also be seen that both age, gender and income can influence the respondents answers on open questions. Since Ronggang et al., (2017) states that age, gender and income can have an impact on the participants' answers. The researchers of the study chose to include four closed questions in the beginning of the questionnaire. These four questions ask the participant about their gender, age, occupation and income. For the participants to answer these questions they have alternatives to choose from. Due to this, these questions will later on simply help the process of analyzing the result from the collected data. Also see the relationships among these variables since those closed questions do state who the participants are.

The advantages with closed questions is that it is easy to process the answers from the respondents (Bell et al., 2019). Secondly, another advantage is the process of comparing the answers and the different types of respondents which simplifies the process and gives the authors a clear picture. On the other hand, the disadvantages with using closed questions is the variation among the participants' interpretation of the fixed choice answers (Bell et al., 2019). Furthermore, Toor (2021) explains that a rating scale is a form of survey question to use while gaining information from a respondent. These scales are used in this paper since it gives approximate answers without the need of going into detail. For the rating scale in this study the researchers choose to use an interval scale and the type likert scale. Using a likert scale gives the researchers a participants level of agreement or disagreement about a given statement (ibid). The scale created for the questionnaire was set to 1-5 where 1 does not agree and 5 strongly agrees.

However, at the end of the questionnaire, there is an open question where the respondent easily and freely can answer the last question if the participant answers yes. Here the participants can, by their own words, describe what the most important parts within the layout is, in order for the firm to create trust. Therefore, the authors take the advantages and open questions, described by Bryman & Bell (2019) into consideration in the process.

4.7 Sample

4.7.1 Sampling Method

The authors have chosen that this thesis will use a non-probability sampling since the sampling is more chosen with a relevance from the authors, instead of completely random (Bryman & Bell, 2019). The authors of the paper have also chosen a convenience sampling method since it is more or less available to the researcher. The essential part within a convenience sampling is to be careful with generalizing depending on the population. (Bell et al., 2019). The main reason for using a convenience sampling is because of the big amount of data that needs to be collected easily through the questionnaire. Furthermore, convenience sampling is said to be suitable for a study collecting primary data through a questionnaire, which is the chosen method for collecting the data in this research. Therefore it can be argued that the convenience sampling method is the most suitable for this thesis (ibid). Moreover, convenience sampling is used in order to reach out to as many respondents as possible and collect the data needed. Therefore, the authors choose to publish the questionnaire on different social media platforms. The social media platforms chosen are Instagram, Facebook and LinkedIn which all three have the availability of others sharing the questionnaire which gives it even more appearance even beyond the control of the authors. In addition, the questionnaire will also be published into groups on Facebook with interest within second hand, with the idea of inviting even more people to participate (Bell et al., 2019). Additionally, since the authors of the paper have different contacts from different nationalities, the questionnaire was written in English in order to reach out to as many nationalities and individuals as possible.

4.7.1.1 Population

With help of the population, the researchers get a large amount of answers that further can be analyzed and taken into consideration. However, the population makes it possible for the researchers to draw reasonable contributions (Bell et al., 2019). Furthermore, Quantilope (2022) explains that the population is the subject of a research that will determine who the respondents are. When the authors then know which group is of interest, the total of this target group will later on guide how many respondents that are needed for reliable results (ibid). The population in this research is everyone that has purchased second hand clothing in an online setting. Therefore the researchers created a behavioral question in the questionnaire

where the respondents were asked “Have you ever shopped second hand online?”. Then they had to answer “Yes” or “No”. If the participants answered yes, one could continue the questionnaire and if one answered no the questionnaire was completed.

4.7.3 Sample Size / Sample Calculation

Bell et al., (2019) describes the sample size in a quantitative method as dependent on the amount of considerations. However, both time and cost are decisions that need to be made since they can affect the sample size. Additionally, an important component regarding the sample size is how much sampling error is ready to tolerate. The less the sampling is ready to tolerate, the larger the sample size requires to be. Here, a confidence level of 95% interval is recommended (Bell et al., 2019). According to Moore et al., (2014), the margin of error decides the bias and the variability of the sample. As well as Bell et al., (2019) arguing for a 95% confidence level interval, Moore et al., (2019) states that the most common confidence intervals are 90%, 95% or 99%. However, the margin of error is an important factor as well, combined with the confidence level interval. This measures the sample size and how accurate it is in the population (Moore et al., 2014). Additionally, Pollfish (2023) argues for a margin of error between 4% and 8% and with a confidence level of 95% (ibid).

Based on Bell et al., (2019), Moore et al., (2014) and Pollfish (2023) assumptions, the researchers of this thesis have an unknown population and therefore set the population size to 50, with a confidence level of 95% and a margin of error set to 8%. According to Calculator (2023), with a confidence level of 95%, and a margin of error at 8%, the sample size that is required for this study is 150 participants in the questionnaire (Calculator, 2023). In order to calculate the necessary sample size for this thesis, the formula requires a Z-table, which indicates at 1,96, since the confidence level interval is set to 95%. According to Qualtrics (2023) the second step is to decide the standard deviation which refers to variation between individual responses. It can be argued that a higher standard deviation means that the answers from the participants will be spread out. Moreover, since the authors do not know their population size, Qualtrics (2023) explains that 0,5 is considered a reasonable standard deviation to use to ensure the outcome of a sample size that is representable. However, the margin of error is set to 8% .

Calculation Sample Size		
Necessary Sample Size (N)	=	$\frac{(Z\text{-score})^2 \times \text{StdDev} \times (1\text{-StdDev})}{(\text{margin of error})^2}$
Necessary Sample Size (N)	=	$\frac{(1,96)^2 \times 0,5 \times (1-0,5)}{(0,08)^2}$
Necessary Sample Size (N)	=	$\frac{3,8416 \times 0,5 \times 0,5}{0,0064}$
Necessary Sample Size (N)	=	$\frac{0,9604}{0,0064}$
Necessary Sample Size (N)	=	150,0625
Necessary Sample Size (N)	≈	150 Sample Size

Table 2 - Calculation Sample Size

The questionnaire ended up with a total of 145 respondents. However, 90 of these are considered usable for this research since those fit into the population of previous online second hand shopping. Since the participants who answered no could not continue the questionnaire, no results out of the dependent variable or independent variables were included. Even though the sample size was calculated being 150, the authors of this study decided that 90 answers were enough data for continuing the research, due to time limitations.

4.8 Data Analysis

Bhandari (A) (2020) explains that when the data for the study is collected it is needed to process it before it can be analyzed. Calzon (2023) further explains data analysis as a process of first collecting, then modeling and finally analyzing the data collected using different logical and statistical techniques and methods. It can be seen that data analysis is important since it targets the participants better (ibid). As mentioned in chapter 4.5, the authors of this study have chosen to create a questionnaire to collect a big amount of data, therefore this information needs to be transformed from words into numbers. After this transformation has been done the authors will use statistical analysis to answer their hypotheses (ibid).

4.8.1 Data Analysis Method - SPSS

When the questionnaire is completed, the researchers are collecting the data and will present the analyzed data with help of the program SPSS (Bell et al., 2019). Moreover, according to IBM SPSS Statistics (n,d) the program is a software platform to use in order to get insight and statistics from the collected data. By getting insight the data makes it possible to understand problems and ensures high accuracy and quality decision making. With help of the program, the researchers can prepare, analyze and interpret the collected data from the questionnaire (IBM, n.d).

When the researchers have collected the data, it is going to be transferred automatically into an Excel file and later on to SPSS. Here, the researchers put the data into the programme and use the measurement scale of either a nominal scale, an ordinal scale, interval scale or a ratio scale. For this thesis, the measures of nominal and ordinal scales were implemented (Formpl, 2023).

4.8.2 Descriptive Statistics

Hayes (2023) describes descriptive statistics as a tool for understanding the features of specific data sets. This by giving short summaries about the measures and sample of the data. The most recognized kinds of descriptive statistics are the measures of center, the mean, median and mode (ibid). The mean can be referred to as the average and is calculated by adding all variables in a data set and then dividing these by the number of variables in the set (Bhandari, (B) (2022). The mode is the value that is most frequent and the median is the number in center in an ordered dataset. Moreover Hayes (2023) argues that all descriptive statistics are measures of variability or of central tendency. Within this research there is focus on the central tendency which as mentioned before are the mean, median and mode since these focus on the middle values of data. Descriptive statistics measures can use tables and general discussions which is the focus for this thesis and this to give a clear understanding for people to understand the analyzed data's meaning. In addition, the measures of variability are also included with standard variation, kurtosis and skewness. In addition, Hayes (2023) explains the measures of kurtosis and skewness being a part of descriptive statistics as well. However, kurtosis is a measure used to describe a characteristic of a dataset. This shows a graph of the data and the kurtosis indicates how much data is in the tails. Furthermore, skewness can be explained as a representation of how much a distribution varies from a

so-called normal distribution which has a 0 skew. If the skew would exhibit somehow it is instead called a lognormal distribution (ibid).

4.8.2.1 Regression Analysis

A regression analysis allows researchers to see how an average of one variable can vary systematically according to levels of another variable (Calzon, 2023). The two variables are often called dependent as the former one and independent as the latter. Using a regression analysis out of collecting data gives an understanding of each variable and their relationship with each other (Calzon, 2023). This understanding includes how it has developed in the past which gives the opportunity to anticipate possible outcomes so better decisions can be made for the future. Moreover, a regression analysis explains the numeric response, can quantify the strength of a relationship and also, to show cause and the effect of relationships (Calvello, 2023). It can be argued that the main advantage by using a regression analysis is that it gives a detailed view of the data that have been collected. A regression analysis is also useful for future researchers to take a look at, and see what has been predicted in earlier investigations (Calvello, 2023). Furthermore, Gordon (2015) discusses another advantage such as the simple process of introducing another variable that can be used in the regression analysis to determine the relationship between the variables, if it is genius or spurious. However, therefore, the regression analysis method is preferable when doing a quantitative analysis and to understand the dependent and independent variables (Gordon, 2015). Moreover, to be able and test if the variables of interest in a research, control variables need to be implemented. Everything that can affect the outcomes, needs to be controlled. Therefore, having control variables besides the dependent and independent variables, can influence the total outcome and should therefore be controlled in an equal manner (Bhandari, (D) (2022).

Within a regression analysis there are different measures that need to be included. The first one is R^2 (R-squared) which is a measure of how good a linear regression model actually fits into the data (Choueiry, 2023). Further explained as the interest of variance of the outcome. In other words, R^2 measures the data and how close it is to fit into the regression value (Kumar, 2023). The R^2 can take any value between 0 and 1 (0% and 100%). The closer to 1, the more variability, since it is a high R^2 score (ibid). Moreover, the Adjusted R^2 can be explained as a modified R^2 . More explained and defined as the proportion of variance which is explained by the model. One should also take into account the numbers of both predictor

variables and samples used in the regression. Additionally, Adjusted R^2 is always either less than R^2 or equal (ibid). Moreover, the standard error of estimate is used in the regression analysis to see the accuracy of the data (Zach, 2021). Furthermore, the F-value in the regression analysis is used in order to be able to accept or reject the hypotheses. Additionally, having a large F-value indicates that it is significant somehow, and a small F-value indicates that all variables together are significant (Glen, 2023). Lastly, the degree of freedom in the regression analysis is dependent on the sample size and is used in order to calculate the statistic (Turney, 2022).

The main reason for using a regression analysis is because this thesis consists of one dependent variable and three independent variables that needs to be investigated. Therefore, a regression analysis was made in order to see how each variable affects another. Also, four controlled variables have been used, gender, age, occupation and income. In this way, the authors of this thesis control the total outcome in an equal manner.

4.8.3 Pre-Testing the survey

Before the authors of the paper are going to send out the complete questionnaire, the survey is going to be pre-tested. This needs to be done in order to avoid mistakes as well as seeing it from another point of view, but also make sure that what the authors want to present, actually appears. Since the study is reliable, the pre-testing of the survey is important to avoid any type of damage (Bell et al., 2019). According to Greco & Walop (1987) the number of pre-test cannot be decided in advance, instead a pretest should be repeated until the researchers are satisfied. Additionally, the sample size in a pre-test is hard to determine, however, it is said to be more influenced by the availability. A recommendation for the pretest is to be short since it reflects the complete questionnaire. A too long questionnaire will result in less answers due to lack of time (ibid).

The pretest of the study took part in three different stages. The first stage included reasonable and critical feedback regarding the survey, from the two researchers' supervisor, Michaela Sandell. However, after this part, the researcher made some changes in *4.4.1 Operationalization table* and questions stated in the questionnaire. Furthermore, when the changes were made, the researchers had a face to face conversation with their closer circle

such as friends and family with occupation as students and workers about the layout. They didn't get any comment about the colors chosen, the font or the pre-knowledge that was written in the beginning of the questionnaire. Since Greco & Walop (1987) argued for the availability of the sample size, the pretest was made face to face and the two researchers sent it out to a group of other students and classmates to test it. The reason why it was sent out to other students and classmates was because many of them have/or are in the same situation as the two authors. In this way, inspiration and tips from each other can play a decisive role. Lastly, the two authors of this thesis and pretest downloaded the answers from the questionnaire into an Excel file, and then put it into SPSS. In this way, the researchers get a clearer picture of how it works and what the numbers indicate at.

4.9 Research Quality

4.9.1 Reliability

The reliability in the research quality is important because whether or not the measures are applied to quantitative research (Bell et al., 2019). Moreover, Heale & Twycross (2015) agrees with Bell et al., (2019) that reliability is concerned with different issues with consistency with the measure. This is because reliability cannot be exactly calculated, but on the other hand reliability can be estimated through different measures (ibid). However, reliability is concerned with different issues with consistency with the measure. Along with reliability, there are three different ways and terms, which is, stability, internal reliability and inter-rater reliability. However, these three together makes the research more reliable since it's a new measure and a new measure needs to be proved for validity and reliability. If the research lacks reliability, it indicates that the measurement is done wrong and therefore not valid (Bell et al., 2019). Moreover, the most common test used to determine the consistency internally is the Cronbach's (Heale et al., 2015). The Cronbach's test shows a reliability score result between 0 and 1. To get this result the average of all combinations of variables in every combination is determined. The variables that can be used are questions including more than only two responses.

In addition, if the score result is one that is 0,7 or higher is an acceptable reliability score (ibid). On the other hand, Cucos (2022) states that the more questions related to a variable in the questionnaire, the more likely to get a higher cronbach's alpha value. However, the fewer

questions used in the questionnaire, the more likely to get a lower alpha cronbach's value. In such a case, a cronbach's alpha value of 0,5 is acceptable. Values that are lower than 0,5 should not be accepted (Cucos, 2022). Since reliability is important to test within a quantitative research, the authors have made the decision that this will be included later in chapter 5.0 Results. It is shown in *Table 8 - Cronbach's Alpha test of the dependent and independent variables*.

4.9.1.2 Variance Inflation Factor

The Variance inflation factor (VIF) is a statistical tool that measures the severity of multicollinearity in a regression analysis (Corporate financial institution, 2022). This statistical tool makes it possible to see if there is an increase in the variance in the regression analysis as a result of the collinearity. Moreover, a multicollinearity is seen when two or more independent variables show a relationship. If there is a relationship, it can be said that the independent variables affect each other (ibid). If the independent variables in the regression analysis is a perfect unpredictable relationship, it is multicollinearity. This in turn makes it unreliable since the standard errors are influenced. According to Bock (n,d) having a value close to 1, means that the independent variables do not correlate with each other. However, if the values are close to 5 or higher, it is said to be too high (Bock, n.d).

Since this thesis measures three independent variables against one dependent, a VIF test has been made in order to see if the independent variables have an effect on each other and affect the result in some way. This has also been made in order to see how strong the independent variables are and to exclude any alternative explanations regarding the result in the regression analysis. This is presented in *Table 10 - VIF statistics of independent variables*.

4.9.2 Validity

Validity is also an important part of the research quality, and according to Bell et al., (2019), it measures if the concept really measures a specific concept. However, validity is measured and tested in different ways, for example is face validity, concurrent validity and predictive validity. Face validity tests if the concept actually reflects what the research focuses on. Concurrent validity focuses on criterion and what is relevant to the research, and lastly, Predictive validity. Here, the researcher put the focus on measuring the future criterion and instead of past absenteeism, the research focuses on the future absenteeism (Bell et al., 2019).

Furthermore, the researcher chose to use Pearson's correlation analysis, which is an approach of analysis that occurs naturally and investigates the relationship between variables (Bell et al., 2019). According to Bell et al., (2019), if the coefficient lies between 1 and -1, it is described as a perfect relationship. On the other hand, if the coefficient is closer to zero, it is said to be a weaker relationship. From a positive Pearson's perspective, if one variable increases or decreases, depending on the positive or negative relationship, the other variables need to be increased or decreased by the exact same amount. Due to validity in this study, the authors of this thesis have chosen to include a table that explains the Pearsons in order to measure if the concepts actually have been measured. However, this is shown in *Table 7 - Pearson correlation test of dependent and independent variables*.

4.10 Ethical and Societal issues

4.10.1 Ethical issues

While collecting data from people there are certain codes researchers need to conduct (Bhandari, (C) 2022). These are a set of principles of ethical considerations that can be used as a guide while doing research. These principles make sure that the participants in a study are informed, voluntary and safe of research subjects (ibid). For this study, the researchers conducted data out from a questionnaire which has an introduction text that explains that all of the answers are anonymous. Also, it is of course optional to participate. Moreover, Bhandari (C) (2022) explains that as a researcher you have to consider all possibilities of harming your participants. One example is that it can be psychological by sensitive questions which can trigger certain emotions such as anxiety or shame for participants. Therefore, the best way of avoiding a situation like this is to consider every possible source of harm in a study and discuss it with people around you to reduce the possible risks (ibid).

Additionally, Bell et al., (2019) agrees with Bhandari (C) (2022) regarding ethical issues that are related to online researchers. Also, the ethical principles that are brought up by Diener & Crandall (1978) and Bell et al., (2019) are problems such as harm to the respondents in the questionnaire. the lack of informed consent, if the survey requires too much personal information and if there is some kind of deception. However, the researcher therefore needs to ensure that they have given the information that is needed for respondents

to feel fully secure as well as it is fully accepted (Bell et al., 2019). Furthermore, when it is time to communicate your research it should be as transparent as possible (Bhandari, (C) (2022)). Sometimes this process can involve ethical issues if it is not honest, reliable or credible. A researcher should always be very careful while writing a study, because plagiarism is an ethical problem since it can be easy to unintentionally copy someone else's work. This can be done by not referring or citing correctly to information taken from a book or article (ibid).

Due to the ethical aspects described by Bhandari (C) (2022) and Bell et al., (2019), the researchers take the aspects brought up into consideration. Moreover, the questionnaire that has been made and published online makes sure that the participants are well informed about the subject in seek, as well as informed about the personal information. The survey is also anonymous, both for other participants but also for the two authors. If the participant has any questions regarding the questionnaire, there is contact information to the two researchers.

4.10.2 Societal issues

According to Bell et al., (2019), in order to succeed, it is important to take societal issues into consideration. Additionally, firms and researchers encounter societal problems almost everyday in society that need to be processed. A study made by Chang (2022) presents a result of societal issues and how firms and researchers need to be aware and work against it. Regarding both negative and positive emotions and how it affects other individuals and the world, are societal issues that are hard to deal with. However, the phenomena of social online websites and online shopping are discussed and spread as a controversial societal issue that can foster deliberative democracy. Additionally, many individuals experience a risk with sharing opinions and reviews on social platforms (Chang, 2022).

Since (Chang, 2022) explains that social online websites can have a negative impact on individuals today and can be an important factor to consider in this research. However, online websites can promote societal issues, such as second hand online shopping and the problem with the fast fashion industry. In this way, a positive societal issue regarding online second hand is that it gets introduced to create a more environmentally friendly society (ibid). The problem that can arise while making second hand more available through the internet and a website is that it can cause an effect of over consumption. As well as society wanting to

reduce fast fashion, the society does not want over consumption when it comes to second hand shopping either since it leads to other societal issues. For example, shopping online through a website creates more impacts on the environment because of the transports and logistics behind every delivery. This can be discussed since the theory about perceived quality brought up the aspect of the service delivery and the quality of the service (Cosar et al., 2017). All customers want the availability of shopping online and get a smooth delivery as close to one's home as possible. In this way, the positive social aspects turn out to be more negative than positive. Moreover, the availability and comfortability of shopping online and getting it delivered to one's home creates new behavioral patterns within consumers. This can be discussed as creating a society of consumers being too comfortable by this service which can lead towards more negative societal aspects than positive. Further, this can lead to overconsumption within the online second hand industry as well as the problem that have arised with the fast fashion industry. By doing this, society is guiding individuals in the wrong direction and giving second hand the opposite effect.

Another potential societal issue might be that the respondents answering the questionnaire, some may tell their real emotions regarding second hand shopping in an online context, and some may not. The answers given from the questionnaire are interpreted as being reliable. If some of the respondents did answer non-reliable, this would lead to the researchers not getting a precise relationship between the variables, which would affect the results. If this would happen, the research made within this thesis would not be usable for future research and would not contribute to research about online second hand shopping and customer satisfaction. Moreover, the authors runned both a reliability and a validity test of all the variables in order to see if the items are usable or not. Because of the results of these tests, the authors decided the research could move further and be analyzed and concluded. If some of the answers given in the questionnaire were non-reliable, this is not anything the researchers can consider more than doing these tests in Chapter 5 - Result.

5. Result

5.1 Demographics

Demographics Results - Percent %							
Gender		Age		Occupation		Income	
Female	67,6 %	Under 18	1,4 %	Student	57,9 %	Under 10 000 SEK	6,9 %
Male	31,7 %	18-30	80 %	Working	40,7 %	10 000 - 25 000 SEK	58,6 %
Other	0,7 %	30-50	10,3 %	Unemployed	1,4 %	25 000 - 35 000 SEK	18,6 %
		51 +	1,4 %			35 000 SEK +	15,9 %

Table 3 - Demographics Result in percent

Demographics Results - Quantity							
Gender		Age		Occupation		Income	
Female	98	Under 18	2	Student	84	Under 10 000 SEK	10
Male	46	18-30	116	Working	59	10 000 - 25 000 SEK	85
Other	1	31-50	15	Unemployed	2	25 000 - 35 000 SEK	27
		51 +	2			35 000 SEK +	23

Table 4 - Demographic Result in quantity

As stated in 4.5 Operationalization and 4.6 Used survey Technique the authors of this paper choose to include demographic questions about the participants. The questionnaire began with four questions regarding the participants gender, age, occupation and income. This is because the authors want to know about the participants' background in order to see who is answering the questionnaire, this is strengthened by Ronggang et al., (2017) who argues that these demographic questions can have an impact on the respondent's answers.

The first demographic question was regarding the participants' gender. It can be seen from the table above that the majority of respondents was females by 67,6%. Moreover, 31,7% were males and 0,7% referred to themselves as others. The second demographic question was regarding the respondents' age. Furthermore, it can be seen from the pie chart above that 80%

of the respondents were between the ages of 18-30 years old. However, 10,3% of the respondents were in the age 31-50, 8,3% of the respondents were in the age 51+ and 1,4% of the respondents were under 18 years old. The third demographic question was regarding the respondents occupation. That is what one does for a living. From the questionnaire it can be seen that 57,9% of the respondents are students which is very interesting since the questionnaire is about shopping second hand. Moreover, 40,7% of the respondents are working and 1,4% are unemployed. The fourth demographic question included a question of what the respondents income is. However, as it can be seen in the pie chart above, 58,6% of the participants had an income between 10 000 - 25 000 SEK. 18,6% of the respondents had an income that lays between 25 000 - 35 000 SEK. 15,9% of the respondents had an income between 35 000 or more SEK.

5.2 Behavioral

Behavioral Result		
Have you ever shopped second hand online?	Quantity	Percent %
Yes	90	62,1 %
No	55	37,9 %

Table 5 - Behavioral results in quantitative and percent

The questionnaire that was published on the social media platforms included a question in the very beginning, if the respondent had shopped second hand they clicked in “yes”, which was 62,1% of the respondent. However, the rest of the participants, which was 37,9% that had not shopped second hand online before that clicked in, could therefore not finish the questionnaire. This was done in order for the authors to distinguish which of the participants that could be included in the result and which that was outside of the sample frame.

5.3 Descriptive Statistics

The questionnaire created by the authors was made with a 1-5 likert scale where 1 = Do not agree and 5 = Strongly agree. The answers collected from the questionnaire were managed into an Excel sheet and then transferred into SPSS in order to conduct a statistical test. This statistical test shows a summary of the mean, median, mode, standard deviation, skewness and kurtosis of all variables. To clarify for the reader, the text and result that are marked in bold text in *Table 6*, are the used items in the descriptive statistics. This is because of the reliability score showing later in chapter 5.4, *Table 8 and Table 9*. This score made the authors only use individual items within customer satisfaction and customer expectations. All of the items in perceived quality and trust are used.

In this thesis, the largest mean found was Per_Qu3 which was 4,39 and the lowest was Cus_Ex2 with 3,54. The mean within these statistics shows that they share similar common values between 3-5. Moreover, the median with the largest value was Per_Qu3 with 5 and all the other items shared the same median value of 4. The median shows values between 4-5. Further, the largest mode observed was Cus_Sat1 and Per_Qu3 which both had the value of 5. The lowest mode value observed was, Cus_Ex4 and Trust_2 which both shared the value of 3. Lastly, the standard deviation had a reach between 0,722 and 1,182.

Furthermore, it can be seen that the largest observed skewness in the table indicates the value of Cus_Sat1, which is -0,631. However, all of the items showed a negative value of skewness. Moreover, the lowest skewness observed points at Per_Qu3, which has a value of -1,492. Here, it can be seen that Per_Qu1, is the only one of the variables that have a number lower than minus one. Furthermore, by looking at Kurtosis in the table and from the variables, the largest value was Per_Qu3, with a high positive value at 2,836. Compared to the others, this is the only value higher than one. By looking at the lowest observed value at Kurtosis, it can be seen that Cus_Sat2 indicates at -1,134.

Item	Mean	Median	Mode	Std. Dev.	Skewness	Kurtosis
Cus_Sat1	4,26	4	5	0,787	-0,631	-0,648
Cus_Sat2	4,08	4	4	0,738	-0,124	-1,134
Cus_Sat3	3,99	4	5	0,918	-0,423	-0,841
Cus_Sat4	4,06	4	5	0,884	-0,414	-0,926
Per_Qu 1	4,20	4	4	0,722	-0,322	-1,018
Per_Qu 2	4,18	4	4	0,728	-0,466	-0,359
Per_Qu3	4,39	5	5	0,803	-1,492	2,836
Per_Qu 4	4,02	4	4	0,821	-0,416	-0,519
Per_Qu 5	3,69	4	4	0,990	-0,400	-0,225
Cus_Ex1	2,88	3	3	1,225	0,163	-0,845
Cus_Ex2	3,54	4	4	1,182	-0,505	-0,541
Cus_Ex3	3,34	3	3	1,123	-0,083	-0,775
Cus_Ex4	3,68	4	3	1,026	-0,335	-0,465
Trust_1	3,64	4	4	0,865	-0,087	-0,636
Trust_2	3,59	4	3	0,942	-0,606	0,849

Table 6 - Descriptive Analysis of dependant and independent variables

5.4 Validity Control - Pearson's Correlation

Variable	Customer Satisfaction	Perceived Quality	Customer Expectations	Trust
Customer Satisfaction	1,000	0.608**	0,283**	0,234*
Perceived Quality	0,608**	1,000	0,354**	0,215*
Customer Expectation	0,283**	0,354**	1,000	0,328**
Trust	0,234*	0,215*	0,328**	1,000
** . Correlation is significant at the 0,01 level (2-tailed) * . Correlation is significant at the 0,05 level (2-tailed)				

Table 7 - Pearson correlation test of dependant and independent variables

As seen in *Table 7 - Pearson correlation test of dependent and independent variables*, has been made since validity is an important part of this research. However, the authors of this thesis choose to use Pearson's correlation test in order to show naturally, how the different variables correlate with each other and how they actually have been measured (Bell et al., 2019). Moreover, described in chapter 4,9.2 *Validity*, if the variables lie close to -1, it is a strong negative correlation. If the variables are close to 1, it is a strong and positive relationship and if the variable is close to zero, there is no relationship (Bell et al., 2019).

It can be seen that there are some relationships marked with stars that are significant, but also some of the variables that are more closely related to 0. By observing *Table 7* - the authors can conclude that Customer satisfaction and perceived quality has the strongest relationship with a validity score of 0,608. On the other hand, trust and perceived quality shows the relationship most weak with a validity score of 0,215. Additionally, by looking at the *Table of Pearson's Correlation*, trust is shown as having the lowest validity score together with all of the other variables.

Moreover, this test was made in order to show the relationships with the collected ordinal data and show the validity.

5.5 Reliability Control - Cronbach's Correlation

Variable	N of Item	Cronbach's Alpha
Customer Satisfaction	4	0,596
Perceived Quality	5	0,725
Customer Expectation	4	0,292
Trust	2	0,552

Table 8 - Chronbach's Alpha test of the dependant and independent variables

As seen in *table 8 - Chronbach's Alpha test of the dependent and independent variables* was made for the authors to test the reliability within this research. Chronbach's test is used to determine the consistency internally within a research to see if the measures can be applied into quantitative research (Heale et al., 2015). This test is supposed to show a reliability score between 0 and 1. Cucos (2022) states that a value lower than 0,5 should not be accepted, hence a result scored 0,7 or higher is perfectly acceptable. This made the authors accept any value between 0,5-0,7 as acceptable (ibid). Because of these results, the authors of this paper should take into consideration that perceived quality and customer satisfaction as the variables with acceptable reliability score, hence customer satisfaction getting a higher score would be preferable. Additionally, in order to exclude alternatives explanations regarding the result, all of the items used in the questionnaire were all stated in a positive way.

Variable	N of Item	Cronbach's Alpha
Customer Satisfaction (Cus_Sat1 & Cus_Sat2)	2	0,767
Customer Expectation (Cus_Ex2 & Cus_Ex4)	2	0,463

Table 9 - Cronbach's Alpha test of individual items within independent variables

Cronbach's reliability test gave low numbers for customer satisfaction (0,596), customer expectations (0,292) and trust (0,552) . Only customer satisfaction did show a value higher than 0,5 which was accepted by the authors, hence it maybe could get higher. However,

customer expectations did score a very low value of 0,292. However, since trust only includes two items, there is nothing the authors can do to laborate with these results. On the other hand, when it comes to customer satisfaction and customer expectations the authors tried to elaborate with the individual items out from the descriptive statistics in order to increase the Cronbach's alpha for each variable. After some testing the authors concluded that Cus_Sat1 and Cus_Sat2 together gave a higher value than all of the items within customer satisfaction together by themselves. Cus_Sat1 and Cus_Sat 2 got a reliability score of 0,767 which is accepted by the authors. Moreover, the authors did the same process with customer expectations and got the result that Cus_Ex2 and Cus_Ex4 got a reliability score of 0,463 which is also accepted by the authors since this is a lot higher than the original score of all the items together. This resulted in the authors only using these separate items within the regression analysis in Chapter 5.6 Regression Analysis.

5.5.1 Collinearity Diagnostics - Variance Inflation Factor (VIF)

Variables (independent)	VIF statistics
Perceived Quality	1,172
Customer Expectations	1,200
Trust	1,093

Table 10 - VIF statistics of independent variable

Since Bock (n,d) argues that there are no multicollinearity relationships between the independent variables if the values are close to one. However, if the values are close to 5 or higher, it can be said that there is a multicollinearity relationship between the independent variables (ibid). Due to this fact, the authors of this thesis can observe the VIF value being close to 1 within all of the variables which indicates there are no multicollinearity relationships between them, hence they do not affect each other, but they are strong on individually.

Therefore, the authors can exclude any alternative explanations regarding the result in the regression analysis which is presented in *Table 11 - Regression analysis of dependent and independent variables*. By excluding any alternative explanation of the result, it also proves to be valid.

5.6 Regression Analysis

	Exp. sign.	Model 1 (Control)	Model 2	Model 3	Model 4	Model 5 (All models)
Intercept		4,714*** (0,417)	1,791 (0,566)	4,231*** (0,514)	4,099*** (0,616)	1,689 (0,643)
Control Variable: Gender		-0,150 (0,158)	-0,118 (0,130)	-0,145 (0,157)	-0,142 (0,161)	1,460 (0,531)
Control Variable: Age		-0,070 (0,144)	-0,154 (0,157)	-0,154 (0,189)	-0,151 (0,192)	1,471 (0,588)
Control Variable: Occupation		0,083 (0,199)	0,031 (0,163)	0,053 (0,198)	0,098 (0,201)	1,211 (0,539)
Control Variable: Income		0,038 (0,115)	0,084 (0,094)	0,055 (0,114)	0,059 (0,102)	1,141 (0,556)
Perceived Quality (H1)	+		0,575*** (0,106)			0,594*** (0,117)
Customer Expectations (H2)	+			0,176 (0,081)		-0,055 (0,076)
Trust (H3)	+				0,143 (0,098)	0,030 (0,085)
R ²			0,331	0,031	0,021	0,339
Adjusted R ²			0,323	0,020	0,009	0,316
Std. Error of Estimates			0,56520	0,68011	0,69048	0,57381
F-Value			43,476***	2,801	1,801	14,379***
Degree of freedom (df)			1	1	1	3
S.E. (Standard Error) is presented in the parentheses for each variable						
*p< 0,05; **p<0,01; ***p<0,001, N = 90						

Table 11 - Regression analysis of dependant and independent variables

To be able to test the three hypotheses H1, H2 and H3, a regression analysis was made. Gordon (2015) describes regression analysis as a method to use to better understand the relationship between the dependent combined with the independent variable (ibid).

Within *Model 1* in Table 7, the authors tested the control variables individually, against all the three independent variables. The control variables in this thesis were gender, age, occupation and income. The control variables are included since everything that can affect the total outcome should be controlled (Bhandari, D, 2022). Moreover, *Model 2* tested hypothesis H1, which was perceived quality. *Model 3* tested hypothesis H2, which were customer expectations and *Model 4* tested hypothesis H3, which were trust. In order to test the relationships between the variables, intercept, standard beta coefficient R^2 , Adjusted R^2 , Standard deviation of estimates, F-value and Degree of freedom were included. Furthermore, in *Table 9* it can be seen that in one column the authors tested all of the independent variables together with the dependent variable. This shows off in *Model 5*, All models. *Model 5* is the most essential model since this thesis tests the dependent variable, against all of the independent variables.

For the authors to see if there is a relationship between the dependent and independent variables individually, all of the hypotheses in the all model must show significant results. By looking at the results, it can be seen that all of the hypotheses did not show a significant result. In *Model 5*, H2 and H3 were rejected with significance $> 0,001$. Moreover, hypothesis H1 were the only hypotheses that were accepted with a significance $< 0,001$ and this is shown in the table with ***.

Looking at the table it can be seen that the largest R^2 value can be observed in *Model 2* (0,331) followed by *Model 3* (0.031) and lowest in *Model 4* (0.021). In addition, the adjusted R^2 showed the same structure with the largest *Model 2* (0.323) followed by *Model 3* (0.020) and lowest *Model 4* (0.009). However, the adjusted R^2 shows the strength of all models (5). In this case the strength is shown to be 31,6%. This can be explained as the variance of the dependent variable and explained by the three independent variables together. Interpreting the Adjusted R^2 is preferable over R^2 since it is a more conservative measure. Additionally, the table shows from the accepted hypothesis H1 that adjusted R^2 is 32,3%. Perceived quality explains 32,3% of the variance of the dependent variable itself compared to the all model explains 31,6%. Furthermore, looking at the control variables it can be seen that Gender and Age did show negative values. The lowest was Gender (-0,150) while the highest was income (0,083). In addition, all of the control variables showed significance < 0.01 in *Model 5*.

Lastly, as a result of the regression analysis, it can be concluded that the authors of this thesis accepted H1 with significance $< 0,001$ and therefore, is the only accepted hypothesis and the only important independent variable. This can be explained by looking at the variance of the dependent variable, with a beta value of 0,575. In addition, the authors rejected H2 and H3 since no significance value could be found.

6. Analysis

6.1 H1: Perceived quality has an positive effect on customer satisfaction

As shown in the regression analysis and *Table 11*, H1 is accepted and could therefore be seen that perceived quality has a positive effect on customer satisfaction. H1 achieved an expected level of significance ($P < 0.001$) both in its own (0.575***) and in the All model (0.594***) when the authors tested the hypotheses in the regression analysis. Moreover, while looking at H1 individually, the R^2 value was 0.331. At the same time H1 together with H2 and H3 were R^2 values 0,339. Since Kumar (2023) argues that a good value for R^2 is close to 1, it can be seen that H1 by itself is closer to 1 (0,331) and a lot closer than both H2 (0,031) and H3 (0,021). But still, the hypotheses together show the strongest value which is 0,339. However, out of the regression analysis in *Table 11*, it can be seen that perceived quality has a positive effect on customer satisfaction and therefore H1 is accepted.

By further explaining the relationship between perceived quality and customer satisfaction, it can be seen that Chiguavi (2023) explains customer satisfaction on online platforms as a positive correlation. However, Bahari et al., (2021) and Cosar et al., (2017) point out that an online second hand brand that meets expectations, will receive customer perceived quality, which makes the customer satisfied. Also, by having second hand products with quality, makes both existing and new customers interested. It can also be analyzed throughout the result that customers perceived value comes from both the purchase, but also from the quality of the delivery. Since the regression analysis accepted H1, it can be argued that the independent variable perceived quality is important for people who shop second hand online in order to feel satisfied. Moreover, Qualati et al., (2021) discuss that perceived quality affects a customers purchase intentions, but on the other hand, a negative perceived quality can be dependent on experience and trust (ibid). From the results of the questionnaire, it can be shown that the quality of a product or service does affect the participants purchase

intention and also it is important for the purchase decision. These are factors that can be reasons for H1 being accepted showing perceived quality has a positive effect on customer satisfaction. In repetition, the perceived quality is important for a customer to feel satisfied. In addition, Silva et al., (2021) explains that a company should pay extra attention on an online second hand website with creating perceived service quality. While looking at the answers and the results from the questionnaire, it can be observed that the participants believe that reading other customers' reviews is important for their own satisfaction. As well as Bahari et al., (2021), Cosar et al., (2017) and Silva et al., (2021) agrees that factors such as reviews, can increase customer satisfaction for both new and existing customers because of the familiar feeling and trustworthy quality the website offers.

Furthermore, out from *Table 8 - Cronbach's Alpha* and the reliability control it can be observed that perceived quality was the only independent variable having a score higher than 0.7, with a score of 0.725. Since H1 did score higher than 0.7 it is accepted as being reliable. It can also be seen in *Table 10 - VIF statistics of independent variables*, that perceived quality has been tested against the two other independent variables in order to see if there is a multicollinearity between them, hence how they affect each other. However, it showed a result of 1,172, which indicates that there is no relationship between the independent variables (Bock, n.d). This shows that customer expectations and trust do not affect perceived quality but perceived quality is strong individually. It can be further discussed that the more questions regarding the independent variables in the questionnaire, the more likely to get a higher Cronbach's alpha value (Cucos, 2022). Therefore, if the authors had included more items within every independent variable, these results could have been differently interpreted with a higher cronbach's alpha reliability score. In addition, the authors choose to run a VIF test to see if the independent variables affect each other, this resulted in a value of 1,172 for perceived quality which concludes that this variable is not affected by any other variable but it is still strong individually.

However, by looking at *Table 7 - Pearson's correlation test*, it can be seen that perceived quality has the strongest relationship together with customer satisfaction with a validity score of 0,608. However, (Bell et al., 2019) a validity score close to 1 is seen as a strong relationship. Therefore it can be discussed that perceived quality does have the strongest relationship with customer satisfaction and the dependent variable over the other independent

variables. On the other hand, perceived quality showed the most weak relationship together with trust with a validity score of 0,215. Further, out of this the authors can see that there is no perfect relationship higher than 1 between perceived quality and any other variables. However, since the validity test shows that none of the variables are zero, there are relationships, but they are not perfect. This indicates that Pearson's correlation test shows scores higher than zero and therefore, the authors have chosen to interpret these results as reliable and valid. This can be argued by Bock (n,d) stating that a VIF value being close to 1 which indicates there is no multicollinearity between H1 , H2 and H3.

H1 is Accepted - Perceived quality has an positive effect on customer satisfaction

6.2 H2: Customer expectations has an positive effect on customer satisfaction

Customer expectations did not achieve an expected level of significance ($p\text{-value} > 0.05$) on its own or neither in the All Model when the authors tested the hypothesis in the regression analysis. However, while looking at H2 separately, the R^2 value of H2 was 0,031. At the same time, H2 together with H1 and H3 were R^2 values 0.339 in the All Model. Kumar (2023) argued that a R^2 value close to 1, makes it a high score and therefore the more variability the regression model explains. By analyzing this, it can be seen that H2 with a R^2 value of 0,031 is not close to 1 which is negative. On the other hand, all hypotheses combined, show a R^2 value of 0,339, which is closer to 1 than H2 by itself. Moreover, regarding the regression analysis and *Table 11*, it can be observed that customer expectations do not have any strong positive effect on customer satisfaction. However, Burity (2021) and Solomon et al., (2019) discusses the possibilities for an online second hand brand to meet the customer expectations, and as a result of this, the customer satisfaction should therefore be increased. Because of this not being as expected, since Burity (2021) argued for it, this was not an expected result by the authors while doing this research. On the other hand, Armstrong et al., (2012) explained that it is necessary for an online second hand brand to set the right level of expectations. This can therefore be discussed as the potential issue for H2 not being accepted, hence the participants in the study have had too low or too high expectations from previous experiences regarding online second hand shopping.

By further analyzing the rejected hypothesis H2 Lin & Lekhawipat, (2016) and Solomon et al., (2019) discussed that customers' expectations towards online second hand shopping can be based on earlier experience. This can definitely be argued of being a factor affecting customer expectations not having a positive effect on customer satisfaction. Since online second hand shopping in particular can come with bad experiences of products not being as expected while shopping online, this can in turn decrease the expectations for former consumption and thereafter create dissatisfaction. Moreover, because of the reason that technology is moving forward and becoming more advanced every day (Lin & Lekhawipat, 2016), online second hand retailers can see changes within customer expectations being higher than ever. Due to this, Kim & Stoel (2005) discussed the importance of having a well working customer service when online second hand shopping tends to grow. Since technology is advancing forward, customers' expectations are high and they know how they want and need to be treated in order to feel satisfied. This problem can also be further observed in order for customer expectations to have a positive impact on customer satisfaction (ibid). Regarding Kim & Stoel (2005) interpretation of the importance of customer service, the availability of a FAQ (Frequently asked questions) and an in-stock status. This in connection to (Lin & Lekhawipat, 2016) who pointed out that the expectations for an online website are higher today due to technological improvanse. Customers do have higher expectations overall today and therefore the availability of a FAQ and an in-stock status should be on a website in order to achieve satisfaction.

Additionally, the reason for the lack of significance in H2 can have been affected by the reliability control in *Table 8 - Cronbach's Alpha*. However, H2 had a value of 0,463, which is lower than 0.7 and therefore not accepted for being reliable according to Cucos (2022) and Heale et al., (2015). On the other hand, Cucos (2022) brought up the consequence of not including many and enough questions regarding the items in seek. In this case, the authors of this study only included two questions regarding customer expectations, which in turn can have an impact on the cronbach's alpha result being lower than 0,5 and 0,7, which is not accepted and reliable due to (Cucos, 2022) & (Heale et al., 2015). However, (Heale et al., 2015) further argues for a value higher than 0,7 in order to be reliable and Cucos (2022) discusses the problematization with few questions resulting in a low Cronbach's alpha value. By further discussing the result of the reliability test, the lack can be due to the questions stated in the operationalization table, which later on affects the survey and the result. In

addition, the authors choose to include a VIF test for customer expectations in the same way as for perceived quality. This test showed the value of 1,200 which indicates there is no impact from the other variables on customer expectations, hence it is strong on its own. This can be argued by Bock (n,d) stating that a VIF value being close to 1 which indicates there is no multicollinearity between H2 , H1 and H3.

Lastly, by looking at Pearson's validity control made in *Table 7*, it can be observed that customers' expectations had the strongest relationship with perceived quality with a value of 0,354. However, it can also be seen that customer expectations had the second strongest value together with trust, with a value of 0,328. Also, the lowest value lies between customer expectations and customer satisfaction, with a value of 0,283. This indicates that customer expectations and customer satisfaction have a weak relationship between each other compared to perceived quality and customer satisfaction. The authors of this study included Pearson's correlation validity test in order to measure if the concepts actually have been measured. However, since customer expectations and customer satisfaction scored a value higher than zero, it can be seen that there is a weak relationship, but not strong (Bell et al., 2019). This result indicates and can be accepted that it is valid since the scores are higher than zero, but no not reach a perfect relationship.

H2 is Rejected - Customer Expectation does not have any positive effect on customer satisfaction.

6.3 H3: Trust has an positive effect on customer satisfaction

While looking at trust in the regression analysis, it did not achieve a level of significance ($p\text{-value} < 0.05$) on its own (0.143). Since trust did not achieve a significance level in either *Model 4* or *Model 5*, all model H3 is rejected. Moreover, while looking at H3 individually, the R^2 value was 0,021. At the same time, H3 together with H1 and H2, had a R^2 value of 0,339, in the *All Model*. Furthermore, Kumar (2023) argues for a good variability in a regression model, a value close to 1. A value closer to 1 gives a higher score, and therefore more variability, the model explains. By analyzing the R^2 value it can be seen that H3 with a value of 0.021 is not that close to 1 which is negative. At the same time, all hypotheses together show a R^2 of 0.339 which is closer to 1 than H3 on its own. In addition, looking at

the regression analysis and *Table 11* it shows that trust does not have any positive effect on customer satisfaction.

Due to Zeqiri et al., (2022) and Qualati.,et al (2021), trust is a necessary factor within online second hand shopping, since it goes hand in hand with the perceived value that the customer has experienced during a purchase process. However, since Zeqiri et al., (2022) argues that trust is important, it was expected by the authors to see a more clearer relationship between this independent variable and customer satisfaction. As a retailer, building trust around an e-site tends to make customers repurchase if they were positively influenced (ibid). Moreover, from the results of the questionnaire and the answers given, the interpretation that can be made is that trust is not as necessary as Zeqiri et al., (2022) and Qualati et al., (2021) argues. Also, the authors expected the result of the tested independent variable, as being significant. This can be interpreted by the authors that the participants of the questionnaire do not have felt trust for a second hand online website before. Therefore this can be a potential issue regarding H3 not being accepted.

Additionally, Khoa & Nguyen (2022) pointed out trust as an important factor due to a customer's personal information within an online second hand context. In other words, how the brand handles a customer's personal contact information and by this creating online trust. The questionnaire that was made, covered this area and more than half of the respondents answered that online trust is important. Furthermore, it can also be discussed by Cosar et al., (2017) that websites can provide trust through the way it delivers and the way the website chooses to ship its products. However, these factors are valuable both now, but also to work forward with in the future, since technology is moving forward. By doing this, it can be said that customers feel trust which results in customer satisfaction (Cosar et al, 2017). The authors of this paper believe this is an interesting argument since the outcome of this thesis showed the opposite. As well as Qualati et al., (2021) argued that trust is important, Qualati et al., (2021) also argued that if a customer feels a lack of trust, it can depend on having negative thoughts about an online second hand website. It can therefore be further analyzed that lack of trust can lead to a dissatisfied customer, which in turn can affect the repurchase intention (ibid).

In addition, it can be seen from the reliability control in *Table 8*, *Cronbach's Alpha test*, that H3 has a value of 0,552. Heale et al., (2015) argued for a score at 0,7 or higher in order to be reliable. On the other hand Cucos (2022) explained that a score higher than 0,5 can be accepted and reliable, but is not as strong as 0,7. However, when doing the Cronbach's Alpha test of the dependent and the independent variables, trust has a value of 0,552 which indicates that it is reliable. By analyzing this, it can be observed that H3 has a higher and better value than H2, but is still lower than 0,7, which Heale et al., (2015) argues for. As discussed in *Chapter 6.2*, this could have been affected by the result from the questionnaire. Since the authors of this thesis included three questions of trust in the questionnaire, and only used two of them in the result, this can be a potential issue due to the reliability. This can also be connected to Cucos' (2022) explanation of including more questions in order to reach a higher Cronbach's alpha value. However, if the authors had included more than two questions, equal number of questions in all of the variables, the result could have been different.

It can also be further discussed that the questions stated in the questionnaire had a positive statement and therefore, can be excluded as an alternative problem regarding the result. It can also be further analyzed that the VIF test made and shown in *Table 10*, indicates that the three independent variables don't have an effect on each other. Therefore, this explanation of a low value can also be excluded. In the VIF test, trust achieved a value of 1,093, which indicates that there is no multicollinearity relationship between trust and the other variables. Additionally, since the authors of this study did not include more than two questions regarding the independent variable trust, this can be a potential issue due to the reliability test. Also, the authors could not elaborate with the items and result of the Cronbach alpha test since there were only two items to test.

Furthermore, the authors observed that trust did have the lowest validity score from *Table 7 - Pearson's correlation test* combined with all of the other variables. This indicates trust being the factor making the whole test less valid. The lowest score found was together with perceived quality (0,215) and the highest was with customer expectations (0,328). According to Bell et al.,(2019), if a value is zero, it means that there is no relationship. However, since the values of trust overall are the closest to zero, it can be further discussed that this is a factor of trust being less valid compared to the other variables compared. These results show

there being a relationship between trust and the other variables, hence they are not that strong.

H3 is Rejected - Trust does not have any positive effect on customer satisfaction.

7. Conclusion

The purpose of this thesis was to explain the impacts of perceived quality, customer expectation and trust on customer satisfaction in online second hand shopping. These independent variables were formed into three hypotheses which were all tested against the dependent variable customer satisfaction. The results of the tests showed that only Hypothesis 1 including perceived quality was accepted hence it showed positive effects on customer satisfaction. In addition, Hypothesis 1 was the only one with a perfectly accepted reliability score of the reliability test. Hypothesis 2 had a very low reliability score and therefore the authors chose to elaborate with the variable and took out only two items, this gave a higher and more accepted reliability score. Moreover, Hypothesis 3 had an accepted but not perfect reliability score. To conclude, out of the three independent variables, perceived quality has a positive effect on customer satisfaction, but trust and customer expectations did not affect customer satisfaction positively.

8. Implications

8.1 Theoretical implications

The aim with this research is to explain how the independent variables perceived quality, customer expectations and trust have a positive effect on the dependent variable customer satisfaction. However, it can be seen that only perceived quality can be accepted and has a positive effect on customer satisfaction. Looking at similar research about customer satisfaction has shown that to some extent, that all of the three independent variables have an impact on customer satisfaction (Cosar et al., 2017). However, as seen in *chapter 5, results*, it shows that the researchers had to reject two of the hypotheses which were about customer expectations (H2) and trust (H3). These rejections can be based upon having bad data out from the questionnaire not as usable as for perceived quality (H1) which was accepted. The authors had to delete data from trust because there was one out of three questions not shaped in the same way as the others. All of the questions in the questionnaire

were made as a likert-scale 1-5 except one question in trust, which ended up removed from the data. The same goes for customer expectations where the authors could not get an acceptable reliability score of all the items together, the authors choose to only use two items instead of the total four. Based on these clarifications and the data used, the authors can see it being another result if all of the variables included the same quantity of items.

Additionally, this thesis can contribute to similar research since the result of accepting only perceived quality (H1) out of all three hypotheses, goes against some of the theoretical information gathered by the authors. This implies there are fields where there is more research to do about these subjects. Therefore this study can be used as a tool to find new results about the variables used to impact customer satisfaction within online second hand shopping.

8.2 Practical implications

The conducted result from this study showed that only perceived quality had significant value which indicates that it is the only hypothesis that can be accepted. However, this means that earlier studies don't align with the result from this study and also that perceived quality is the most important factor to include in order to increase customer satisfaction. Furthermore, this thesis contributes to research working towards a more sustainable society and future. Therefore, this type of study contributes to online websites that work with second hand shopping and wants to achieve customer satisfaction. Out of the results, to achieve customer satisfaction on a website, perceived quality needs to be further developed. Additionally, it can be seen that customer satisfaction needs to be put in focus for business owners and marketers since it provides metrics that can be used to improve and manage a business, therefore, also a way to determine the continuity of the business (Burity, 2021).

On the other hand, the result from this thesis can't prove that customer expectations and trust have a positive effect on customer satisfaction in an online second hand setting. However, this result can be affected since this study had limitations regarding the sample. If a larger sample was used, the results would probably be different and more precise. Perceived quality (H1) was accepted and indicates that this independent variable should be taken into consideration and prioritized compared to two of the other variables when it comes to working towards achieving customer satisfaction.

9. Limitations & Further research

The first limitation within this thesis was the shortage of answers in comparison with the calculated sample in chapter 4.7.3 *Sample size / Sample calculation*. Because of the reason that the population chosen was people who had shopped second hand online before, only those could finish the whole questionnaire created by the authors. The sample was calculated being 150 answers needed out of the survey, but only 90 were collected and usable. The researchers thought it was hard to collect participants answering the whole survey due to time limits and also it showed that not a lot of people had shopped second hand online before. Therefore, as a recommendation for future research, the researchers could send out the questionnaire earlier to extend the time to collect participants and distribute the survey even more. Moreover, this would also contribute to getting answers closer to the sample calculated as needed and therefore a more precise result can be discussed. Having a larger sample would also give better possibilities to hopefully accept trust and customer expectation instead of rejecting them. This in turn can lead to future research recommending all of the three independent variables equally important to have a positive impact on customer satisfaction, not only perceived quality.

The second limitation which goes hand in hand with the first was the placing of the questions within the survey. The authors started with four demographic questions before the behavioral question. The behavioral question was a yes or no question and if the participant answered yes, they could finish the survey. If the participant answered no, the survey was sent in. This gave a lot of answers only regarding the demographic and therefore information not usable for this research. As a recommendation for future research, the authors could have changed the order of the questions and started with the behavioral question then the demographic. This would reduce a lot of demographic information about them who had not shopped second hand before.

The third limitation is regarding the quantity of questions about every independent variable in the survey. The authors of this thesis included a different amount of questions regarding the independent variables. However, the perceived quality had five questions, the customer expectations had four questions, and the last independent variable trust had three usable questions and two usable for this thesis. One of the questions regarding trust later on had to

be removed since it was a question with a yes or no answer. If the respondent answered yes, it had the possibility of explaining why it answered yes. This made the independent variable of trust only including two usable questions. However, this can be said to be a limitation since it had to be removed and all of the other questions in the survey had a likert scale between 1 to 5. Moreover, since the reliability score showed a too low value of customer expectations, the authors had to delete two items out of this variable in order to complete the regression analysis. This in order to make the whole variable more accepted within the Cronbach's Alpha test. Therefore, a recommendation for future research regarding the quantity of questions, the researchers should be careful and use the same quantity of questions for every variable from the beginning. This to enhance the opportunities for another outcome and result.

This research shows unique findings since all the results were unexpected to the authors except for the independent variable, perceived quality. The theoretical information provided in Chapter 2 was against the results found out of this research about customer expectations and trust having a positive effect on customer satisfaction. These results will therefore contribute to future research taking these three limitations into consideration while working towards achieving customer satisfaction in an online second hand context. For future research, it can be interesting to look at customer satisfaction within other contexts as well as online second hand and see if there will be other independent variables affecting the achievement. However, for future research, it would be interesting to look at it from a consumer's point of view, while purchasing second hand in a physical store. This to see the differences and similarities between an online context and the context of a physical store of customer satisfaction is affected. In addition, comparing customer satisfaction between the context of second hand and the context of fast fashion would also be another perspective to look into for future research. Since the future is unpredictable, there are other social and ethical aspects to take into consideration when making a quantitative research, than those social and ethical aspects brought up by the authors.

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