

Online shopping convenience and the level of used imported clothing consumption: The moderating role of hedonic and utilitarian traits

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Abstract

Online shopping convenience has provided a separate impact on consumers who want to shop, making them feel facilitated by online shopping features. Online shopping convenience also impacts the sales of used imported clothing or what is more commonly known as thrifting. They consider it no problem to buy used imported clothing because of its low price and still wearable, even seeking clothing with well-known brands. Purchasing used imported clothing, commonly known as thrifting, is influenced by the ease of online shopping and hedonic and utilitarian attributes. This research was conducted to determine the effect of the convenience of online shopping on the level of consumption of imported used clothing in Central Java, which is moderated by hedonic and utilitarian traits. This quantitative study uses a non-probability sampling technique in the form of primary data obtained from questionnaire data distributed online in the form of a Google Form. This research produced 100 respondents with the criteria of buying used imported clothes online. The results of the study concluded that the convenience of online shopping had a positive and significant effect on the level of consumption of imported used clothing. The influence of 2 moderating variables in the form of hedonic and utilitarian characteristics results in the ease of online shopping, which is moderated by hedonic characteristics, and does not significantly affect the level of consumption of imported used clothing. Meanwhile, the ease of online shopping, moderated by utilitarian characteristics, negatively affects the consumption of imported used clothing.

Keywords: Online shopping; second-hand clothes; hedonic; utilitarian; consumption level

1. Introduction

In 2020, the Covid-19 virus pandemic spread throughout Indonesia, prompting all activities to be carried out digitally to suppress the virus spread. Data from the State Cyber and Code Agency (*Badan Siber dan Sandi Negara-BSSN*) noted that during the COVID-19 pandemic, online activities by Indonesian society increased by 5,404%. In comparison, online work-supporting applications from home increased by 443%. Covid-19 has increased demand for online shopping and online food delivery (Eger et al., 2021). Online shopping convenience has provided a separate impact on consumers who want to shop, making them feel facilitated by online shopping features. In a marketing survey (Beauchamp and Ponder, 2010), the 'convenience' of shopping was considered higher online than for buyers in the store, indicating perceived ease of use.

On the other hand, online shopping convenience also impacts the sales of used imported clothing or what is more commonly known as thrifting. This is undoubtedly attractive to consumers, especially those in the lower middle-class economic segment. They consider buying used imported clothing because of its low price and still wearable, even seeking clothing with well-known brands. Purchasing used clothing has become commonplace on social media platforms and e-commerce sites such as Shopee and Tokopedia (Lestari and Asmarani, 2021; utomo, 2021).

Purchasing used imported clothing, commonly known as thrifting, is influenced by the ease of online shopping and hedonic and utilitarian attributes. The hedonic attribute refers to the consumer's

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desire to buy goods that provide personal satisfaction, thus influencing the purchase of used imported clothing as consumers pursue trends or lifestyles. Due to this behavior, young people can behave consumptively by buying specific goods or services not because of needs but because of desires or satisfaction (Anggreini and Mariyanti, 2014). Conversely, the utilitarian attribute refers to the needs and usefulness of the purchased goods that influence the level of used imported clothing consumption. People buy used clothing because it is more affordable than buying new clothes. Consumer behavior oriented towards the utilitarian attribute will choose products for efficient, effective, and rational reasons (Ekananda, 2017; Lamidi and Rahadhini, 2017).

According to the Central Bureau of Statistics (BPS), the value or volume of thrifting clothing continues to increase every year. Even in 2019, the number was the highest compared to previous years, reaching 392 tons with a value of US\$ 6.08 million. The number decreased in 2020 and 2021 due to the Covid-19 pandemic and the suspected entry of imported used clothing through illegal channels. Previously, used clothing was considered unattractive and dirty by some people. Nevertheless, now, consumers believe that used clothing products have almost the same quality as new clothes. Used clothing has become superior in price and current trends compared to new clothing (Fitzgerald, 2015).

Research on online thrifting shopping suggests that with the emergence of e-commerce giants like Tokopedia and Shopee, as well as the increasing number of online stores on Instagram or Facebook, the used clothing business is on the rise, not only because of its affordable price but also because of lifestyle-related reasons. The practice of buying second-hand clothes has started to penetrate the middle class in urban areas. They are reluctant to buy new clothes, considered consumptive, but prefer to save money by buying second-hand clothes online (Rahmawati et al., 2022). On the other hand, online thrifting consumer behavior also faces challenges due to the issue of illegally imported used clothes. This issue arose from tweets on Indonesia's rapidly growing imported used clothing business and its multidimensional impact, as the industry violates the law and harms the overall ready-to-wear clothing business (Lestari and Asmarani, 2021). By observing the dynamics and conditions surrounding used clothing imports or thrifting, this study aims to examine the influence of online shopping convenience on the consumption of second-hand imported clothing, moderated by hedonic and utilitarian characteristics.

2. Review of related literature

Online shopping convenience

Hartono (2007) defined convenience as the extent to which someone can use technology easily. Five categories fall under convenience: transaction, possession/post-purchase convenience, access, evaluation, and search (Jiang et al., 2013). This convenience factor then influences behavior, where the higher the perception of ease of using a system, the more likely someone is to use information technology. This convenience factor relates to online shopping. Online shopping is where consumers buy goods or services from sellers through the internet network. Online shopping is one of the buying and selling activities conducted by sellers to other sellers or buyers (Halim, 2013). An excellent online shopping website guides the steps to transact online, from choosing products to the payment process until the buyer receives the product.

Factors such as comfort, convenience, detailed information, and significantly lower price comparisons than buying directly make consumers shop online (Agift, Rekha, et al., 2014). We should shop by choosing something effective and efficient to meet our needs (Andika et al., 2021).

Second-hand imported clothing/thrifting

According to Zaman et al. (2019), there are six consumer orientations in purchasing second-hand clothing: thriftiness, fashion consciousness, environmental consciousness, pleasure, nostalgia, and style consciousness. Among these six orientations, thriftiness is the highest factor/orientation. This aligns with the current economic situation experienced by Indonesian society, especially during the Covid-19 pandemic, where obtaining high-quality items in almost-new condition at a low cost is satisfying.

The thrift clothing business has become increasingly popular in Indonesia over the past five years, along with other fashion shopping options through various e-commerce platforms and social media, which are rapidly growing (Jannah, 2022; Suhendra, 2016). As previously explained, the thrifting business differs from the flea market concept. Thrifting businesses rarely have offline stores,

reducing operating costs. Moreover, with several social media platforms, promoting thrift businesses has become more attractive in terms of product visualization and photography.

However, thrifting businesses are illegal in Indonesia. The government has issued Law No. 7 of 2014 (*Undang-undang no.7 tahun 2014*), which stipulates that the importation of goods must be new and the importation of used goods is not permitted, with exceptions. The report states that clothing is not one of them in specific cases related to the importation of used goods (Kementerian Perdagangan RI, 2015). The Indonesia Ministry of Trade (*Kementerian Perdagangan Republik Indonesia – Kemendag RI*) website report points to the threat of contamination: E.Coli, S. aureus, aspergillus, and Candida spp in imported used clothing (Kementerian Perdagangan RI, 2015). Conversely, the second-hand clothing business is also feared to harm the domestic industry.

Hedonic and Utilitarian

A hedonistic lifestyle is a consumptive behavior of excessive and expensive buying activities because of the habit of wanting a trendy item. Therefore, their needs are not a priority for them and will harm their lives, such as their finances, if they continue to waste money, leading to economic recession or declining financial stability (Thamrin and Saleh, 2021). The negative impact of consumptive behavior is wasteful behavior and cost inefficiency. From a psychological perspective, consumptive behavior creates anxiety and insecurity. This is because the desire to buy something they want is always present. However, adequate financial conditions do not support the desire, leading to anxiety because they cannot fulfill it, according to Suyasa and Fransisca (Patricia and Handayani, 2014). The hedonistic nature refers to seeking pleasure, satisfaction, spontaneity, social engagement, and good experiences.

In contrast, the utilitarian nature refers to efficiency and effectiveness, acquisition, rational behavior, and the search for needs (Dittmar et al., 2004). In other words, the hedonistic motive is related to what consumers find enjoyable, and the utilitarian motive is related to what is practical or functional for individuals. From a hedonistic perspective, consumers want entertainment and see the buying process as an enjoyable experience where completing the transaction is unnecessary (Anderson et al., 2014).

Compared to the hedonistic nature, a utilitarian lifestyle is oriented towards needs. Someone purchases utilitarian products because they are in a situation that requires them (Cai et al., 2020; Yeung and Fung, 2007). Theoretically, utilitarianism is related to two things, namely efficiency (resource utilization, time management) and effectiveness (profit, satisfaction). The utilitarian nature means that consumers make purchases by considering the various benefits offered by the product or service (Kim, 2006). The utilitarian nature can be defined as an overall assessment of benefits and functions (Overby and Lee, 2006). From a utilitarian perspective, consumers have goal-oriented behavior. Unlike the hedonistic motive, when customers experience the benefits of a desired product, the utilitarian motive is based on rational and objective thinking. Kim (2006) shows that the utilitarian motive is related to two dimensions, namely efficiency (resource utilization, time management) and achievement (benefits, satisfaction).

Hypothesis development

This study's relevant theory is online shopping intention (OSI). According to Nguyen et al. (2022), OSI is the extent consumers intend to participate in online shopping behavior, including consumption levels. Factors such as detailed information, convenience, time effectiveness, and cheap price comparisons will affect the level of online shopping consumption by the public (Agift, Verma, et al., 2014). This statement is also supported by Subramanian et al. (2014), who stated that customer satisfaction, in the form of ease of purchase and good service quality, makes customers prefer online shopping over offline shopping. Thus, the level of consumption through online shopping will be higher. This convenience also impacts the online thrift business, which is increasing. Online thrift businesses are often found on one of Indonesia's largest online shopping platforms, namely Shopee (Rostinawan, 2020). This is the basis for the first hypothesis in this study.

H1: Online shopping convenience affects the consumption of second-hand imported clothing.

Teenagers carry out the activity of shopping for second-hand imported clothing to enhance their appearance with branded clothing. Many online thrifting platforms sell second-hand branded clothing that is still in good condition. The trend of dressing attractively catches the attention of teenagers and

makes them fond of using branded clothing. This phenomenon has led to a new culture and consumer behavior among teenagers to fulfill their personal needs for clothing. The nature of teenagers who prioritize prestige in dressing and following current trends has caused many teenagers to want to buy second-hand imported clothing because they are only looking for used clothing with well-known international brands (Adji and Claretta, 2022).

H2: Online shopping convenience moderated by hedonics affects the consumption of second-hand imported clothing

Decreasing community income due to the pandemic has led to a trend of buying used imported clothing as a way to save money. Williams (2003) stated that the reasons consumers engage in buying and selling activities in thrifting channels to purchase used goods are influenced by consumers' financial conditions and income levels. Participation in thrifting channels is more chosen for consumers with low-income levels and sustainable alternatives (Hedge et al., 2023). The motivation to buy is influenced by certain price levels, including looking for goods at a low price and bargaining as a fun activity (Guiot and Roux, 2010). The generally lower prices encourage consumers to try to save money to buy used clothing (Bardhi and Arnould, 2005). In addition to lower prices, buying used clothing is an alternative for teenagers to get branded goods in large quantities at a low price. The availability of used clothing helps teenagers get the clothes they want at a relatively low price (Abdurrasyid, 2020).

H3: Online shopping convenience moderated by utilitarianism affects the consumption of second-hand imported clothing.

3. Method

This study examines the influence of online shopping convenience on the level of consumption of used imported clothing in Central Java, moderated by hedonic and utilitarian nature. This research is a quantitative study where data analysis is conducted statistically. The survey method was chosen as the method used to answer the research question. At the same time, the questionnaire used is the development of Frick and Matthies (2020), who previously examined the efficiency of online shopping and consumption levels. Variable measurement using a Likert Scale because it is considered more exciting and easier to understand the filling process. The Likert scale measures the relationship between consumer behavior towards a product (Malhotra, 2009). The sample selected in this study is all the people of Central Java who have shopped thrifting online. The questionnaire will be distributed to respondents domiciled in Central Java online. Questionnaires will be distributed using the Google Form platform to make it easier for researchers and respondents. Then processing and presenting to obtain information using the analysis tool of SmartPLS 4.

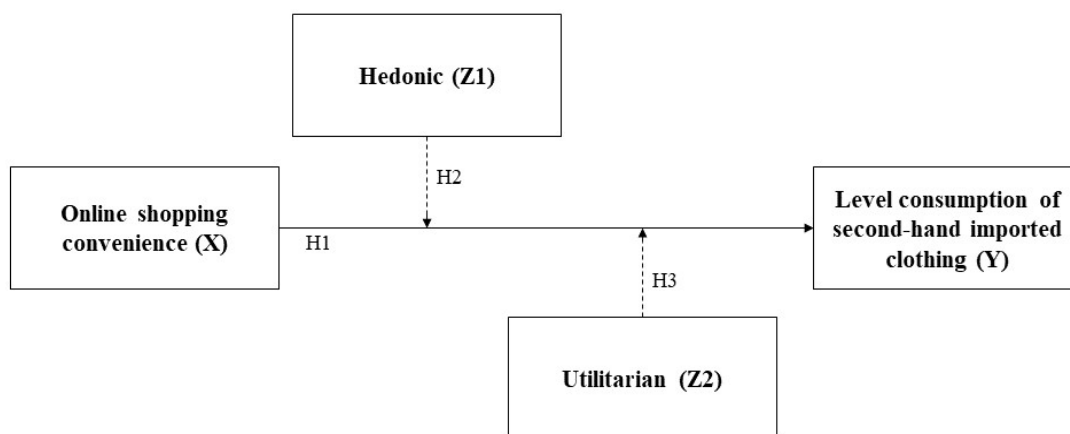


Figure 1. Research framework

Variable identification

Figure 1. above is the research framework in this research. The independent variable in this study is online shopping convenience (X). The dependent variable used in this study is the level of

consumption of second-hand imported clothing (Y). This study also uses two moderating variables: hedonic (Z1) and utilitarian (Z2).

Analysis techniques

In this study, the analysis used the Partial Least Square Structural Equation Model (PLS-SEM) approach, utilizing Smart PLS 4.0 software. The advantage of using Smart PLS or Smart Least Square is that it produces more reliable research results and can create up to 30 different model scales with independent and dependent variables. Smart PLS is a software specifically designed to process Sem data with a small sample size and is not suitable for research with a large sample size (Huang, 2015). The required tests in the Smart PLS 4.0 application include validity testing, reliability testing, and multicollinearity testing.

4. Results and discussion

Results

As seen in Table 1. below is the descriptive statistics of the respondents, totaling 100 people. This descriptive analysis will display the age, gender, and income of the respondents, where the age of the majority was between 20-35 people, with a frequency of 75 people. Followed by those aged under 20 years with 20 people. And over 35 years of age, five people. Meanwhile, according to the gender of the respondents, it was dominated by women, with 53 people. Next, 47 men. While most respondents' income per month is below Rp. 1,500,000 with 72 people. The second is income between Rp. 1,500,000 – Rp. 3,000,000 with 18 people. Third, income above Rp. 4,500,000 with six people. The last income between Rp. 3,000,000 – Rp. 4,500,000 with four people.

Table 1. Descriptive statistic

	Description	Frequency
Age	< 20	20
	20 - 35	75
	> 35	5
Gender	Male	47
	Female	53
Income	<Rp. 1,500,000	72
	Rp. 1,500,000 – Rp. 3,000,000	18
	Rp. 3,000,000 – Rp. 4,500,000	4
	> Rp. 4,500,000	6

Table 2. below is the result of discriminant validity to check whether the constructs or variables measured separately differ. An indicator can be declared valid if it is statistically significant and has a good loading factor value greater than 0.7, but a load factor value of 0.5 to 0.6 is considered sufficient (Ghozali, 2018). Table 2 shows that each question representing the four variables used in this study (hedonic, online shopping convenience, consumption level, and utilitarian) has a loading factor > 0.7. Therefore, these questions meet the requirements to represent the variables studied in this study. So that the indicators in this study have met convergent validity. In more detail, the hedonic variable has three questions, namely H1 (0.887), H2 (0.875), H3 (0.885), online shopping convenience five questions KM1 (0.740), KM2 (0.760), KM3 (0.852), KM4 (0.818), KM5 (0.767), consumption level three questions TK1 (0.908), TK2 (0.936), TK3 (0.878), and utilitarian three questions U1 (0.767), U2 0.728), U3 (0.751).

Table 3. shows discriminatory validity with the Average Variance Extracted (AVE) method can be used to determine the validity of each indicator that meets the requirements. The Discriminatory validity test states that an indicator can be considered valid if it is statistically significant and said to have good validity if it is more significant than 0.5 (Ghozali, 2018). Based on Table 3 data, the AVE value for hedonic is > 0.5 or 0.778, for online shopping convenience > 0.5 or 0.606, for consumption levels > 0.5 or 0.824, and for utilitarian > 0.5 or 0.561. Therefore, each variable studied has good discriminant validity.

Table 2. Result of discriminant validity

	Hedonic (Z1)	Online shopping convenience (X)	Consumption level (Y)	Utilitarian (Z2)
H1	0,887			
H2	0,875			
H3	0,885			
KM1		0,740		
KM2		0,706		
KM3		0,852		
KM4		0,818		
KM5		0,767		
TK1			0,908	
TK2			0,936	
TK3			0,878	
U1				0,767
U2				0,728
U3				0,751

Table 3. Result of convergent validity

	Average Variance Extracted (AVE)
Hedonic	0,778
Online shopping convenience	0,606
Consumption level	0,824
Utilitarian	0,561

Table 4. Result of reliability testing

	Cronbach's alpha
Hedonic	0,859
Online shopping convenience	0,837
Consumption level	0,893
Utilitarian	0,637

Cronbach's alpha measures how consistent the instrument variables are in measuring certain constructs or variables. Each variable is declared reliable with a Cronbach's alpha value > 0.6 . Based on the results shown in Table 4, Cronbach's Alpha values for the hedonic variable are 0.859, buying ease variable is 0.837, the consumption level variable is 0.893, and the utilitarian variable is 0.637. Thus, Cronbach's Alpha values for all variables indicate that the measuring instrument for the variables used in the study has good reliability and can be relied upon in measuring the variables being studied.

Table 5. Composite Reliability

	Composite Reliability (rho_c)
Hedonic	0,913
Online shopping convenience	0,885
Consumption level	0,934
Utilitarian	0,793

Composite reliability measures a construct or variable's reliability (reliability) in a measurement model comprising several indicators or items. A construct is said to be reliable if the composite reliability > 0.7 or has high reliability, even though a minimum value of 0.6 is still acceptable. Table 5 shows the results of the composite reliability values of the hedonic variable > 0.7 , which is 0.913; ease of buying > 0.7 , which is 0.885; consumption level > 0.7 , which is 0.934; and utilitarian > 0.7 , which is 0.793. Based on the composite reliability values of each variable, it shows that they are > 0.7 , so it can be concluded that all four variables (ease of buying, hedonic nature, utilitarian nature, consumption level) have a high level of reliability and can be considered reliable.

Table 6. Results of examining hypothesized

Hip	Effects	Original sample (O)	t-statistics	p-values	Description
H1	Online shopping convenience -> Consumption level	0.389	4.470	0,000	Significant
H2	Hedonic x Online shopping convenience -> Consumption level	-0.075	0.932	0.354	Not Significant
H3	Utilitarian x Online shopping convenience -> Consumption level	-0.139	2.257	0.026	Significant

Based on the results in Table 6, the analysis of the ease of online shopping towards the level of used clothing import consumption moderated by hedonic and utilitarian traits. The value resulting from the variable of ease of online shopping towards the level of used clothing import consumption with t-statistic 4.470 and p-value 0.000, it can be stated that the ease of online shopping significantly influences the level of used clothing import consumption. With the ease of shopping online, the level of used clothing import consumption increased.

The influence of the two moderating variables, hedonic and utilitarian, resulted in the ease of online shopping moderated by hedonic traits towards the level of consumption, showing a t-statistic value of 0.932 and a p-value of 0.354. Hedonic moderation on the ease of buying has no significant effect on the level of consumption. While the second moderation, the ease of online shopping moderated by utilitarian traits towards the level of consumption, showed a t-statistic value of 2.257 and a p-value of 0.026. Utilitarian moderation on the ease of buying significantly affects the level of consumption. Utilitarian traits have a stronger influence on the ease of online shopping towards the level of consumption.

Discussion

From the three hypotheses stated previously, there are two significant results, while the other is not. The first hypothesis, or H1, states that online shopping convenience will affect the level of consumption of imported used clothing. This hypothesis's results are positive and significant. This means that online shopping convenience will increase the consumption of imported used clothing. The convenience offered by online shopping platforms makes it more affordable for consumers to buy used imported clothes so that their consumption level will also increase. This is also supported by (Rostinawan, 2020), who states that the ease of shopping through online applications increases sales of imported used clothing by 50%. Customer satisfaction with convenience when buying and detailed information factors, time effectiveness, convenience, and low-price comparisons make consumers shop online (Agift, Verma, et al., 2014; Subramanian et al., 2014).

Then the second hypothesis, or H2, states that online shopping convenience, moderated by, hedonics, will affect the consumption of imported used clothing. This hypothesis's negative results are not significant. Buying used imported clothes online creates uncertainties such as unwarranted product conditions, questionable quality, and product authenticity. Things like that make hedonic people hesitate to shop for used clothes online, where the main reason for teenagers wanting to buy used imported clothes is that they are looking for well-known brands for their prestige needs (Adji and Claretta, 2022).

Finally, the third hypothesis, or H3, states that online shopping convenience, moderated by utilitarianism, will affect the consumption of imported used clothing. The result of this hypothesis is a significant negative. This means that online shopping convenience with utilitarian moderation will reduce the consumption of imported used clothing. This might happen because consumers cannot try the goods to be purchased, regulations for returning goods are complicated, and visual limitations regarding online products. For several reasons, they think that if they have already bought a product that is not suitable, it will be a wasted purchase. Utilitarians view that buying a product must be smart

so that the item can be useful and not disappoint in the future (Liu et al., 2020). The utilitarian nature means buyers consider the benefits offered (Kim, 2006).

5. Conclusion

Based on an online convenience analysis of the level of consumption of imported used clothing moderated by hedonic and utilitarian traits, several conclusions can be drawn. First, the convenience of online shopping has a significant positive effect on the level of consumption of imported used clothing. With the ease of online shopping, the consumption level of imported used clothing will increase. Second, the two moderating variables in the form of hedonic traits and utilitarian traits have different effects. The ease of online shopping, moderated by hedonic traits, does not significantly affect the level of consumption of imported used clothing.

Meanwhile, the ease of online shopping moderated by utilitarian traits has a significant negative effect on the level of consumption of imported used clothing. This happens because utilitarians see the limitations of online shopping that still exist, making offline shopping for imported used clothes preferred to ensure satisfaction with these products. Moreover, the items purchased are used goods. Therefore, it can be interpreted that the utilitarian nature has a robust opposite effect on the ease of online shopping in the level of consumption of imported used clothing. This result will be an important finding, especially for businesses in the used clothing import business and the government. To understand the characteristics of consumers of used imported clothing, especially their properties. On the other hand, there is still conflict between whether or not the import of used clothes is permissible. Consumers still want to buy these goods.

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