

Green Consumption Values and Consumer Purchase Intentions on P2P Platforms

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ABSTRACT

Manuscript type: Research paper

Research aims: The purpose of the study is to investigate the relationship between green consumption values (GCV) and consumer purchase intentions on peer-to-peer (P2P) platforms using age as moderating variable, as well as to fill the gaps in research using the theory of consumption values to support sustainable resale behaviour (SRB).

Design/Methodology/Approach: To solve the research questions, the researchers used a convenience sampling technique to gather 491 responses from a cross-sectional survey. The researchers adopted structural equation modelling (SEM) to test the suggested framework.

Research findings: The result show that entertainment, procreative, communal benefit, and activist values significantly and positively impact consumers' GCV. However, economic and applied values have a negative effect on GCV. GCV intercedes the link between specific consumption values and SRB, and age moderates the link between context-specific consumption values and consumers' GCV.

Theoretical contribution/Originality: The researchers introduce sustainable consumer behaviour that has not seen a lot of attention in prior research, and GCV, which encourages pro-environmental consumption. The researchers also introduce the age factor to P2P platforms.

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Practitioner/Policy implications: The study identifies other values apart from purchase value and resale value, and offers the opportunity to segment both buyers and resellers.

Research limitation/Implication: The research only focuses on a single dimension of consumer ethical values, which are GCV related to SRB.

Keywords: Age, Ghana, Entertainment, Value, Product life cycle

JEL Classification: M31

1. Introduction

The introduction of peer-to-peer (P2P) platforms has assisted the exchange of new and used products online. Consumers all over the world use P2P platforms for buying or reselling. In this situation, P2P platforms are likely to influence consumers' green consumption practices and sustainable resale behaviour (SRB) by increasing the life cycle of unused products by transferring ownership (Koiviola, 2020). Such platforms have been on the rise, especially since the onset of the Covid-19 pandemic (Khusainova, 2021). Resales on these platforms at present market value are US\$36 billion and are expected to grow to US\$79 billion by 2026 (Koiviola, 2020).

In most Scandinavian countries, P2P platforms have influenced young consumers to shift towards sustainable consumption behaviours (Parguel et al., 2017). There are as many as five P2P secondhand fashion-related firms that stimulate awareness on the essence of making sustainable consumption choices (Parguel et al., 2017). For the past few years, green consumption has been garnered a lot of attention, largely on the pros and cons of using the theory of consumption values (TCV) (Koiviola, 2020). Yet, there are discrete gaps in the present information available.

To the best of our knowledge, no work has employed TCV in the context of secondhand P2P platforms. This is important as there is an interest to investigate consumption values (CV) using a TCV framework (e.g. Anrikulu, 2021). Secondly, although there have been some studies on consumption and buying intentions (e. g. Mäntymäki & Salo, 2016; Tandon et al., 2020), there are few that scrutinise what influences consumers' green consumption values (GCV) and SRB. The moderating role of gender on TCV has been well-researched (Talwar et al., 2020; Anrikulu, 2021). Palan (2001) finds that gender does not moderate the relationship between CV and consumer buying intentions on P2P platforms. In this light, the researchers investigate the relationship between CV and consumer intentions on P2P food platforms using age as moderating variable, as the current study tries

to bridge the gaps in research by using a TCV framework.

The present study investigates the following three questions: Which specific consumption values impact GCV? What is the GCV link between specific CV and SRB? Is age a moderate link between context-specific CV and GCV? To solve the research questions, the researchers worked with the largest P2P platform in Ghana. A response from a total of 491 users of Tonaton and Jiji was gathered using a cross-sectional survey. The researchers adopted structural equation modelling (SEM) to test the suggested framework.

The study makes the following theoretical contributions. It adds to knowledge on TCV (Sheth et al. 1991) by examining a P2P platform-context CV, and its exceptional impact on consumers' GCV. Second, the study adds to the literature on SCB (Talwar et al., 2020; Anrikulu, 2021) by showing how TCV can be used to scrutinise SCB. Third, on the subject of sharing P2P platform works (e.g., Chu and Liao, 2009) our outcomes indicate that the altruistic values that influence people to use P2P platforms are connected to consumers' GCV and SRB. Lastly, it supplements studies on age concerning P2P platforms (e.g., White et al., 2020), by indicating that teenage consumers are extra thoughtful about environmental issues; however, this demographic also recorded a greater level of reluctance to employ sustainable behaviour, as they look for economic gains through P2P platforms.

The results of this study will enhance the understanding of what consumers expect in terms of GCV when they use P2P platforms. It will also give room to consumers to expand their consumption practices, and firms to leverage the comprehensive lifespan for sustainable branding. The study shows that brand supervisors must work hand-in-hand with platform managers to better learn what customers are looking for.

Section 2 of this study contains the hypotheses and a conceptual framework, followed by a review of past studies on TCV, consumers' GCV, the fundamental values of P2P platforms, and SRB. The data gathered are then analysed to test the hypotheses. Finally, the researchers deliberate on the study's theoretical contributions, managerial implications of the research, limitations of the research, and proposals for future studies.

2. Hypotheses Development and Theoretical Background

2.1 *Theory of Consumption Values (TCV)*

After TCV was initially presented by Sheth et al. (1991), Kaur et al. (2020) clarified how and why buyers choose a brand from an assortment of obtainable products. TCV has three basic accepted propositions: that consumption value plays the role of independent variable (Kaur et al., 2020); consumer choices and behaviour consist of buying intentions (Ye et al., 2020) and brand love (Ye et al., 2019); and based on the research perspective of secondhand P2P marketing, TCV has been widely explained in the study setting of know-how (e.g., Rousta & Jamshidi, 2020). CV deals with divergent consumer behavioural outcomes. The functional aspect talks about monetary values, while the epistemic part is linked to probing consumers' buying intention (Sreen et al., 2021).

The present study utilises TCV to form its conceptual framework. TCV offers a theoretical foundation that clarifies a multi-contractual framework that looks at the cognitive and affective parts of consumption (Sreen et al., 2021). TCV has been extensively adopted to investigate the discrepancies in CV on behavioural results through a range of contexts, including digital marketing (e.g., Kaur et al., 2020), tourism marketing (e.g., Rousta & Jamshidi, 2020) social marketing (e.g.; Sreen et al., 2021; Lai et al., 201), sustainable practice (e.g., Rivera et al., 2018; Voropai et al., 2019), and educational marketing (e.g., Sreen et al., 2021; Voropai et al., 2019). TCV has not been used to understand CV on P2P platforms, as will be carried out in this study.

2.2 *TCV and Ethical Review Consumers*

Based on past studies using TCV (e.g., Ferraro et al., 2018; Tan et al., 2020), the researchers set out to find a set of setting-specific CV through the TCV framework since it is a general conceptualisation of values. Ethical review consumers look at the value of green consumerism (e.g., Freestone & McGoldrick, 2008). GCV looks at the level at which customers are concerned with choices that lead to the protection of the environment (Haws et al., 2014). P2P platforms encourage customers to think about GCV to decrease the destruction to the environment, which leads to sustainable transformation (Kaur et al., 2021). For example, customers on these platforms will rejuvenate the life cycle of a product by reselling slightly used or unused items online, instead of more traditional ways of looking for clients (Rousta & Jamshidi, 2020)

As the client has the option of finding a new buyer without disposing of the unused or slighted items, it saves the environment from direct disposal, and provides a financial incentive as well (Ferraro et al., 2017; Kaur et al., 2020). Past studies have shown that these platforms provide opportunities to advance the welfare of customers, and offer a useful and sustainable solution for the disposal of waste (Manninen et al., 2020).

Manninen et al. (2018) finds six unique perceived utilities that come with using P2P platforms that are related to GCV: entertainment, procreative, communal benefit, activist, economic, and applied values. Table 3 below shows the variables of CV examined in the settings of the P2P platform. The researchers also adopt altruistic and egoistic values (Tandon et al., 2021; Yadav, 2016) to demonstrate the influence of CV on GCV.

The present study categorises the construct into two groups. Altruism-related values (entertainment, procreative, collective benefit and activist value) show selfless concern towards the welfare of others, which include social and environmental sustainability practices (Nair & Little, 2016). This increases the value of green consumption (Nair & Little, 2016; Yadav, 2016). Conversely, the egoistic emphasis is related to the personal gain of the customer as well as economic and applied value, which influence consumers' GCV.

2.3. *Altruism-Related Values and GCV*

Entertainment value is consumers' enjoyment or pleasure derived from platforms (Oliveira et al., 2021). This has to do with the positive feelings a customer gets for circulating slightly used or unused products. Altruism-related values deal with the act of reducing environmental degradation. Some members on platforms find joy in protecting the environment (Sherman & Cohen, 2006). Prior research shows that pleasure motivates customers to participate on these platforms to sustain the environment which promotes GCV (Oliveira et al., 2022).

Consumers become consistent in their activities when they realise they are impacting the environment in which they live (Nair & Little, 2016). Such consumers feel happy to be part of green consumption as they exchange used or unused or slightly used items on the platform (Nair & Little, 2016). Thus, the following hypothesis was developed:

H₁ : Consumers' entertainment value, obtained through P2P platforms, is positively connected to GCV

Behavioural reasoning theory (Davari et al., 2017) explains that propagative value is linked to spiritual and divine beliefs that trigger SRB. The present study defines propagative value as the act of prolonging the life cycle of a used product by giving it out through platforms. Oliveira et al. (2021) explain that the propagative value demonstrates the act of selflessness by extending the product life cycle of slightly used and used products and offering them to members on the platforms who cannot afford a new product, and simultaneously works to protect the environment through ethical consumption. Thus, the following hypothesis was developed:

H2: Consumers' propagative value, obtained from using P2P platforms, is connected positively to consumer GCV

Communal benefit value addresses consumers' view of well-being on P2P platforms. In line with Dollahite et al. (2019), the present study argues that communal benefit value is altruism-related as it brings benefits to other members on the social economy platform. Members on these platforms are ready to accept GCV as they are happy to share things that will benefit others in the community (Shaw et al., 2016). The practice of societal values on P2P platforms protects the environment and society (Medalla et al., 2020). Thus, the following hypothesis was developed:

H3: Communal benefit value, enlarged from using P2P platforms, is connected positively to consumer GCV

The activist value looks at consumers' view of the utility of allowing others to avoid new procurements as they use P2P platforms. Practising activist values protects the environment and promotes green consumption (Botsman & Rogers, 2011). This is because P2P platforms permit consumers to decrease their desire for first-hand goods and lessen the likelihood of labour misuse, and the exploitation of ecological wealth. In this case, the activist value is altruism-related as it deals with overconsumption (Parker & Weber, 2013), and cultivates pro-environmental buying patterns (Gbarth et al., 2016), which are very much related to GCV. Thus, the following hypothesis was developed:

H4: Activist value, obtained from using P2P platforms, is connected positively with GCV

2.4. *The Adverse Impact of Egoism-Related Values on GCV*

The literature reveals that inspirations for using P2P platforms are scientifically related to ethical review values (Gbarth et al., 2016). Additionally, Parker and Weber (2019) reveal that egoism-related values indirectly and positively influence clients buying rate of green products through their belief system, such as being mindful about one's own well-being and that of the household. It is clear that egoism-related values emphasise health issues and relate positively with GCV. The researchers realised that economics and applied value stimulate GCV negatively (Schallehn et al., 2019).

Economic value refers to consumers' views on the utility of appreciating economic gain in the process of exchanging items on P2P platforms. Applied value refers to consumers' views of the utility of simply doing away with slightly used items through the P2P platforms. Past work has indicated that consumers are interested in monetary achievements and the effortlessness of throwing away unused dresses is more important than practising GCV when exchanging on P2P platforms (Oliveira et al., 2021). This means that economic and applied values stimulate consumers to look at what they stand to benefit in the exchange (see Oliveira et al., 2021). They may also have in mind that goods they buy can also be sold easily on P2P platforms for monetary returns. This means that applied and economic value on secondhand P2P platforms may inspire consumers to buy needless things, which challenges GCV. This is evident by individuals displaying ecologically-unfriendly behaviour that does not match the ethical consumerism drive (Schwartz, 1973). As such, the researchers suggest that:

H5: The economic value of on P2P platforms is adversely connected to green consumption values

H6: The applied value on P2P platforms is negatively connected to their GCV

2.5. *The Connection of SRB to GCV*

There are three resale behaviours that go a long way in protecting the environment (Mende et al., 2018): prolonging the life cycle of a product with the mindset that it will be sold to others in the future; the reselling of unused items; and reselling unused things to others. Consumers that practice green consumption are guided by what they buy and what can affect the environment. This defines their role in reselling unused and slightly used items, so they take care of their items while they are using them (Belk, 2010; Ertz et al., 2016).

For example, in secondhand furniture business settings, consumers normally take good care of the furniture so that they can resell it shortly thereafter to promote GCV (Edbring et al., 2016). As such, the following hypothesis was developed:

H7: GCVs are positively connected to SRB

Prior studies prove that many consumers are on P2P platforms because they want to resell their items (Edbring et al., 2016). This shows that green consumption is an essential mediator in the association for three reasons: First, the examined outcome (i.e., SRB) is defined as consumers deliberately engaging in sustainable resale behaviour. This leads to activities that go beyond resale behaviour and into environmental behaviour (Halder et al., 2021; White et al., 2019). Second, the predictors are not enough to offer a robust clarification for the basic psychological tool that results in SRB. Third, the buyers' intention-behaviour gap shows that consumer's ethical approaches do not match their activities (Manninen et al., 2020; Halder et al., 2021)

This means that GCV explains the activities that lead to ethical consumers practising sustainable resale behaviour as they use P2P platforms, which shows a spillover effect (Halder et al., 2021). As such, the following hypothesis was developed:

H8: The impacts of (a) entertainment value, (b) procreative value, (c) communal benefit value, (d) activist value, (e) economic value, and (f) applied value on SRB are mediated by GCV

2.6. The Moderating Role of Age

The study is the first to examine age as a moderating variable in a TCV framework. Halder et al. (2021) find that age is not a moderating variable in the association between CV and buying intention on P2P food-sharing platforms. However, other studies show that age is indeed an essential moderator when it comes to P2P platforms (e.g., Manninen et al., 2020). Perhaps the impact of age is realised in consumption values influencing interest in P2P platforms.

Preceding works do show that teenage consumers contribute significantly to P2P platforms (Kaur et al. 2021; Lee & Kim, 2019). This is because teenage and adult consumers see differences in the viable brand image of P2P platforms (Ye et al., 2020). Prominently, studies show that teenage consumers are more ecologically responsible than adults in clothing disposal (Clausen et al., 2010). The

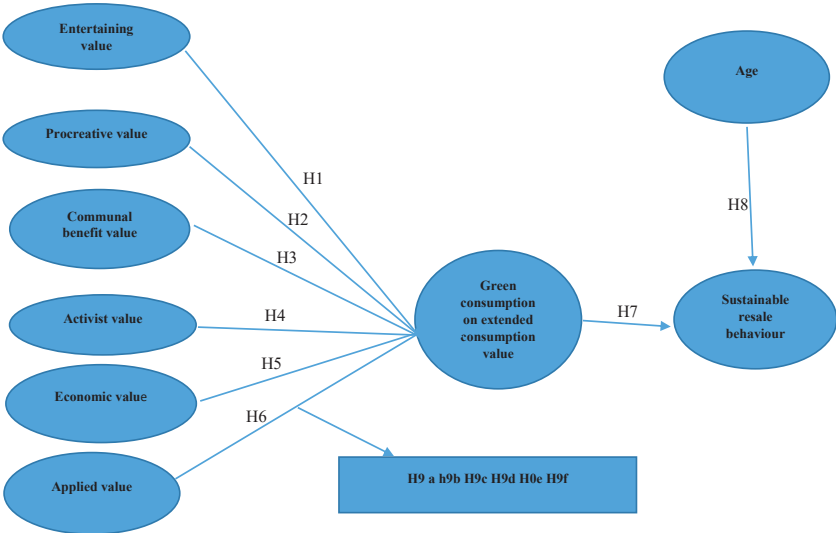
researchers discuss that consumption value among teenagers has a better spillover influence on SRB than among adults, which has both positive and negative effects. Therefore, the researchers suggested the following hypothesis:

H9: The association with GCV and (a) the entertainment value, (b) procreative value, (c) communal benefit value, (d) activist value, (e) economic value, and (f) applied value is estimated to have more robust influence among teenage consumers than adult consumers

3. Research Methodology

Figure 1 shows the researcher's conceptual framework. The researchers tested H1 to H6 with regard to the influence of prolonged CV through P2P platforms, which are clarified by six kinds of values: entertainment, procreative, communal benefit, activist, economic, and applied values. H7 concerns the influence of GCV on SRB in elements of the second-order construct: deliberate resale practice, and tactical resale practice of unused products. Subsequently, the researchers conducted an indirect impact investigation to scrutinise H8a to H8f, and tested H9a to H9f on the subject of age, which hypothesises the robust influence of prolonged CV for adopting P2P platforms for teenage consumers.

Figure 1: The conceptual framework



The study adopted a convenience sampling technique and performed structural equation modelling (SEM) analysis to look at endogenous and exogenous variables in a distinct model estimation (Tan et al., 2021). The researchers assessed the discriminant, convergent and construct validity using confirmatory factor analysis to ascertain the relationship among the variables. After, the researchers compared structural models among different age groups to test the hypotheses. With the aid of SPSS, the researchers looked at three levels of structural models. The research framework looked at indirect mediation addressing sequential effect (Hair et al., 2011; Mahadevan, 2018). Finally, slope tests were conducted using a chi-square difference test.

4. Measurement of Items

The researchers designed questionnaires to be administered using online techniques. The researchers pooled resources together with Tonaton, a P2P platform in Ghana. Online questions were distributed on P2P platforms between May 11, 2021, and May 16, 2021. To upturn the answering rate, incentives were sent to the participant. A total of 491 responses were received. Table 1 below presents the demographic profile of respondents.

Table 1: Demographics of field data respondents

| Profile category | No of respondents | Percentage |
|---------------------------------------|--------------------------|-------------------|
| Gender | | |
| Male | 234 | 47.6 |
| Female | 257 | 52.4 |
| Age | | |
| Teenage | 247 | 50.3 |
| Adult | 244 | 49.7 |
| Level of education | | |
| Secondary | 98 | 0.199 |
| Tertiary | 393 | 80.1 |
| Annual disposable income (USD) | | |
| Less than 500 | 68 | 13.8 |
| 500-900 | 109 | 22.1 |
| 1,000-1,500 | 170 | 34.6 |
| 1,600 and more | 144 | 29.3 |

| Profile category | No of respondents | Percentage |
|------------------------------------|-------------------|------------|
| Number of household members | | |
| 1 individual | 17 | 3.46 |
| 2 individuals | 191 | 38.9 |
| 3 individuals | 109 | 22.11 |
| 4 individuals | 78 | 15.88 |
| More than 5 individuals | 96 | 19.55 |

Initially, the participants were given socio-demographic-related questions and ethical consumer questions. These questions were modified from the literature to answer the research questions. GCV questions were modified from Chu and Liao (2008), and include 'I look at the possible ecological influence of my activities when making decisions,' 'I would refer to myself as ecologically responsible,' and 'I am eager to engage in activities that are more ecologically friendly.' The questionnaire also included questions on deliberate resale behaviour ('I consider how the stress-free it is to resell to another consumer'), purchasing a product ('While buying a product, I look at the resale value of the product'; 'I obtain some brands since it is simpler to resell to others'), tactical resale behaviour in respect to unused items ('I take the best shot of the items I am reselling'; 'I offer a narrative of the product to confirm while reselling an unused product'), and reseller practice concerning unused things ('I can simply resell my unused products since there is a demand for them'; 'I without difficulty sell my unused product as I am a flexible seller'; 'I without difficulty trade my unused items as I am a skilled seller'). The participants answers the questions on a Likert scale from 1 to 5 (see Table 2 below).

Table 2: Constructs

| Constructs | SFL | α | ct | AVE |
|---|------|----------|------|------|
| Recreation value | | 0.75 | 0.78 | 0.55 |
| RV1: The P2P platform allows me to get to know other persons | 0.78 | | | |
| RV2: The P2P platform offers me a chance to chat with other persons | 0.88 | | | |
| RV3: The P2P platform is a pleasurable means of passing my time | 0.89 | | | |

| Constructs | SFL | α | ct | AVE |
|---|------|----------|------|------|
| Procreative value | | 0.84 | 0.78 | 0.64 |
| PV1: Selling on the P2P platform prolongs the lifespan of the item | 0.77 | | | |
| PV2: Selling on the P2P platform helps me to stop keeping an item that I do not need | 0.79 | | | |
| PV3: Selling on the P2P platform extends the use of the item | 0.88 | | | |
| Societal benefit value | | 0.86 | 0.82 | 0.79 |
| SBV1: I assist deprived people as I sell items on the P2P platform | | | | |
| SBV2: I sell items on the P2P platform to assist others on the platform | | | | |
| SBV3: I assist the community by selling on the P2P platform | | | | |
| Activist value | | 0.87 | 0.80 | 0.75 |
| AV1: The P2P platform discourages me from buying a new item | 0.77 | | | |
| AV2: Selling on the P2P platform discourages others from abusing the firsthand goods market | 0.84 | | | |
| AV3: Selling on the P2P platform discourages overconsumption of new items | 0.87 | | | |
| Economic value | | 0.71 | 0.71 | 0.65 |
| EV1: I earn extra cash from selling on the P2P platform | 0.79 | | | |
| EV2: I earn additional cash from selling on the P2P platform | 0.70 | | | |
| Practical value | | 0.84 | 0.84 | 0.80 |
| PV1: I have a nice house because I sell things on the P2P platform | | | | |
| PV2: I save space as I sell on the P2P platform | | 0.85 | 0.87 | 0.77 |
| Consumers' green consumption values | | 0.87 | 0.89 | 0.79 |
| GCV1: I think about the environment when making decisions | 0.83 | | | |
| GCV2: I am very accountable to the environment | 0.87 | | | |
| GCV3: All my actions are to look after the environment | 0.80 | | | |

| Constructs | SFL | α | ct | AVE |
|---|------|----------|------|------|
| Deliberate resale behaviour | | 0.87 | 0.82 | 0.76 |
| DRB1: I buy items that are easy to resell | 0.86 | | | |
| DRB2: I look at the resale value when buying items | 0.85 | | | |
| DRB3: I buy items that I can resell easily | 0.79 | | | |
| Tactical resale behaviour | | 0.77 | 0.76 | 0.67 |
| TR1: I take pictures of all items I resell | | | | |
| TR2: I give out the correct description of the items I resell | | | | |

5. Results

The outcome of the validity and reliability tests are presented in Table 3 ($\chi^2/d.f. = 9170$, root mean square error of approximation (RMSEA) = 0.050, the non-normed fit index (NNFI) = 0.969, the comparative fit index (CFI) = 0.993, and the standardised root mean square residual (SRMR) = 0.059). The Cronbach's alpha and composite reliability values were bigger than 0.70. The result of the discriminant validity shows that the average variance extracted (AVE) surpassed the correlations among all pairs of constructs (Table 4).

Table 3: Result of the discriminant validity analysis

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|--|------|------|------|------|------|------|------|------|------|------|
| Economic value | 0.81 | | | | | | | | | |
| Practical value | 0.67 | 0.87 | | | | | | | | |
| Recreation value | 0.74 | 0.88 | 0.89 | | | | | | | |
| Generative value | 0.87 | 0.85 | 0.84 | 0.79 | | | | | | |
| Societal benefit value | 0.78 | 0.79 | 0.71 | 0.80 | 0.71 | | | | | |
| Protester value | 0.59 | 0.87 | 0.69 | 0.77 | 0.79 | 0.69 | | | | |
| Consumers' GCV | 0.87 | 0.74 | 0.84 | 0.88 | 0.87 | 0.67 | 0.86 | | | |
| Planned resale behaviour | 0.69 | 0.61 | 0.81 | 0.85 | 0.76 | 0.78 | 0.87 | 0.89 | | |
| Resale behaviour related to unused items | 0.83 | 0.87 | 0.76 | 0.84 | 0.78 | 0.80 | 0.78 | 0.83 | 0.78 | |
| Reseller behaviour related to unused items | 0.79 | 0.88 | 0.81 | 0.90 | 0.75 | 0.81 | 0.79 | 0.69 | 0.70 | 0.66 |

Table 4: Key findings across baseline model, male, female samples

| | β basic model | t-value basic model | β Teenage | t value teenager | β Adult | t-value adult | H9: Moderating effect of age (teenage vs. adult) |
|-----------------|--------------------------------|--------------------------------|-----------------|------------------|---------------|---------------|--|
| H1: CEV-GCV | .08** | 3.41 | 0.02 | 0.34 | 0.13** | 4.04 | H9a: $\Delta \beta = 0.12, t = 3.24^*$ |
| H2: RV- GCV | 0.27** | 11.06 | 0.14** | 4.58 | 0.39** | 8.13 | H9b: $\Delta \beta = 0.08, t = 2.84^*$ |
| H3: CBV- GCV | 0.08* | 2.28 | 0.18** | 3.42 | 0.001 | 0.09 | H9c: Reverse effect |
| H4: AV-GCV | 0.48** | 19.16 | 0.41** | 10.15 | 0.48** | 1421 | H9d: $\Delta \beta = 0.06, t = 3.27^*$ |
| H5: ECV-GCV | -0.08** | -4.56 | -0.07 | - 1.94 | -0.11** | -5.45 | H9e: $\Delta \beta = -0.08, t = 1.35t$ |
| H6: APV-GCV | -0.09** | -4.01 | -0.04 | - 0.81 | -0.09** | -2.81 | H9f: $\Delta \beta = -0.07, t = 1.06t$ |
| H7: GCV-SR | .28** | 8.57 | 0.41** | 8.38 | 0.12** | 4.90 | |
| Indirect effect | β (SE) (lower and upper) | β (SE) (lower and upper) | | | | | |
| H8a: CEV-SRB | .0232(0.03) ** | (CI = [.017, 0.041]) | | | | | |
| H8b: RV- SRB | 0.73(0.03) ** | (CI = [.038, 0.070]) | | | | | |
| H8c: CBV-SRB | .041 (0.00) ^s | (CI = [.002, 0.043]) | | | | | |
| H8d: AV-SRB | 0.85(0.01) ** | (CI = [.071, 0.138]) | | | | | |
| H8e: ECV- SRB | 0.13 (0.02) ** | (CI = [-0.061, -0.013]) | | | | | |
| H8f: APV- SRB | -0.12 (0.03)** | (CI = [-0.031, -0.006]) | | | | | |
| $\chi^2/d.f$ | 11.806 | | 5.890 | | .6722 | | |
| RMSEA | 0.548 | | 0.066 | | 0.641 | | |
| NNFI | 0.919 | | 0.0912 | | 0.916 | | |
| CFI | 0027 | | 0.0925 | | 0.0920 | | |
| SRMR | 079 | | 0.089 | | 0.087 | | |

* RV = recreational value; GV = generative value; SV = societal benefit value; PRV = protester value; EV = economic value; PV = practical value; GCV = green consumption values; SRB = sustainable resale behaviour ** $p \leq 0.01$. * $p \leq 0.05$.

All the structural models fit the data well (basic model: $\chi^2/\text{d.f.} = 11.805$, RMSEA = 0.0548 NNFI = 0.919, CFI = 0.927, and SRMR = 0.079; teenager model: $\chi^2/\text{d.f.} = 5.890$; RMSEA = 0.066, NNFI = 0.921, CFI = 0.912, and SRMR = 0.89; adult model: $\chi^2/\text{d.f.} = 7.7723$, RMSEA = 0.064, NNFI = 0.916, CFI = 0.929, and SRMR = 0.097). The outcome of basic, teenager, and adult structural models showed that SRB was not significant.

6. Discussions

The research finding holds that the development of GCV values includes prolonged consumption values on the P2P platform, which consequently leads to SRB. First, the research looks at the influence of setting-specific CV on GCV. Significantly, the results show that context-specific CV—comprising entertainment, procreative communal benefit, and activist values—significantly and positively impact GCV. However, economic and applied values harm how consumers create their GCV. The result is clarified by the egoism-related value that looks at the personal gain from selling on the platform (Mahadevan, 2018).

This means that consumers are induced by the additional money they gain from selling slightly used items, and not the protection of the environment. The altruism-related value comprising of activist, communal benefit, and procreative values, which are more connected to ethical consumption (Yadav, 2016) demonstrates selfless concern for others' welfare and increases one's propensity to raise the value of GCV.

Second, the present findings are in line with Nair and Little (2016) and Mahadevan (2018) in that GCV is positively grounded in SRB, and that GCV significantly facilitates the indirect influence of the setting-specific consumption values on SRB. Thirdly, the researchers establish that stronger positive and negative impact amongst teenage consumers on P2P platforms on GCV, which is supported by past studies that examine the role of gender on sustainable activities (e.g., Reinikainen et al., 2021).

Surprisingly, the study found no significant association between the societal benefit value and GCV amongst teenage consumers. One likely justification is that, commonly, teenagers are much more caring than adults (Manninen et al., 2020). The result of the research confirms that the entertainment, procreative, communal benefit and activist values positively affect GCV and, consequently, increase their likelihood of participating in SRB. On the contrary, consumers who are more into economic and applied values have a negative influence

on GCV, which decreases their likelihood of participating in SRB.

7. Theoretical implications

This work offers four different contributions to the literature. First, the researchers added to the TCV framework by finding a set of P2P platform-specific consumption values and their influence on consumers' overall values in relation to green consumption. Past studies looked at CV and consumer choices and activities (e.g., Tan et al., 2021), with an emphasis on how setting-specific CV affects consumers' overall GCV and choices. The researcher then introduces sustainable consumer behaviour, a side that has not seen a lot of attention in prior works (e.g., Wang et al., 2020). While past studies emphasise the sharing economy, ethical review and sustainable consumption (Nair & Little, 2016), the present study looks at the role of GCV in addressing the ethical review gap. Green consumption includes consumers using the P2P platform to sell used items. This makes GCV focus on cognitive issues rather than emotional processing (White et al., 2019). This was very clear in our study, as GCV encourages pro-environmental consumption.

Secondly, the present study introduces sustainable consumption behaviour (Northey & Brodie, 2020) to establish to encourage resales on the platforms to trigger TCV. Using TCV to scrutinise SRB is suitable, as data from the model can explain more than 67% of the variance in SRB. The researchers identified three sustainable resale behaviours: deliberate resale behaviour, tactical resale behaviour related to used things, and reseller activities. The study also focuses on ethical consumers who are interested in reselling on P2P platforms. This shows that ethical consumers plan to resell their goods at the point of purchase.

It is also interesting to note that altruism-related values influence SRB through GCV, which shows the contribution of know-how in this regard (Northey & Brodie, 2020). Due to this, it is confirmed that sustainable consumption behaviour is greatly affected and encouraged through regular exchanges which the aid of know-how. The outcome of the study shows that proactive and activist values of using P2P platforms bring about a great influence on sustainable consumption behaviour, as compared to the values of entertainment and communal benefit. This means that consumers' sustainable consumption behaviour influences their level of commitment to supporting others (Yan et al., 2015), which then helps environmental preservation through retailing activities (Guiot & Roux, 2010).

Thirdly, the researchers added to knowledge on the sharing

economy (Oliveira et al., 2021) through the fact that altruism-related values positively predict GCV and SRB, but egoism-related values negatively influences GCV and SRB. In this study, CV shows a positive rather than negative values (e.g., Reinikainen et al., 2021; Talwar et al., 2021). Conversely, this work encounters the conformist finding that egoism-related values for using P2P platforms have given rise to negative effects. Many other factors can influence consumers to switch from being ethically focused (e.g., pro-ecological) to being monetarily focused when taking part in reselling actions on a P2P platform. The results show that some consumers may not be environmentally friendly on temporary bases, which may not represent the actual self of the consumer (Kaur et al. 2021).

Fourth, the researchers contribute to findings pertaining to age on P2P platforms (e.g., Oliveira et al., 2021; Lee & Kim, 2019) which is supported by the past studies (Talwar et al., 2021 Oliveira et al., 2021). The results show that age moderates the connection between the consumption value of using P2P platforms and GCV, which shows that teenage consumers are extra sensitive to environmental issues when using P2P platforms. The researchers found that egoism-related values have a negative influence on teenage GCV and their SRB. This is the very first work to establish that teenage consumers may exert a positive influence on sustainable behaviour.

8. Managerial implications

Numerous businesses are adopting the application of the sharing economy and business models to serve as an alternative to traditional business logic. P2P platforms are increasingly being given attention, and have a lot of privileges for consumers and companies who are interested in protecting the environment and want to extend the product life cycle. These platform is not exclusively for users and sellers, but also for companies to present their brands. This makes the study important to managers of P2P platforms.

P2P platforms have a different focus in terms of finances, perceptions, and product classifications. The data gathered and analysed shows that the platform gives room for dividing and grouping consumers to their needs. The study also identifies other values apart from purchase and resale value, offering the opportunity to segment both buyers and resellers. There is a rise in competition in the secondhand market, creating opportunities to segment and brand to gain competitive positioning.

In this regard, managers of secondhand P2P platforms must encourage the online community to give support to a proactive

value, such as new uses for unused items and environmental value, which will reduce the interest in buying new products and reducing overconsumption. Resellers who have procreative and environmental values must be rewarded or given certain recognition. Resellers who meet this recognition target should perhaps be given free advertising vouchers from P2P platforms as rewards.

With the present competitiveness of P2P platforms and secondhand markets, this affords the opportunity of promoting segmentation and branding as marketing strategies, instead of engaging in traditional business practices that aim for high volume among versatile purchasers and retailers. Brand companies do not have control over the secondhand market. The main role of a P2P platform is to moderate consumer-brand interactions. Furthermore, a P2P platform keeps information on consumers who are possibly interested in owning slightly used products. This information can assist companies in brand development.

9. Conclusion

The suggested conceptual model was developed in the TCV framework and verified using the field data of 491 real consumers using a P2P platform. All the direct effect tests and mediating effects were statistically supported. The result of the moderating effect on age were all accepted except H9c. The researchers contributes to the existing literature by adding to the literature on TCV, sustainable behaviour and green consumption.

The study only concentrated on a single dimension of consumers' ethical values, which is GCV related to SRB. Future studies can use multiple dimension sets of consumer ethical values on the mediation model for additional insight into the effect on SRB associated with unused items. The researchers adopted a cross-sectional technique which has some limitation, such as not examining the causal effect between outcomes and predictors (Levin, 2006). An experiment survey should be done to imitate this influence.

Conflicts of interest

There is no conflict of interest.

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