



## Profiling Consumer to Consumer E-Commerce using Facebook

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### Abstract

Modern retailing is being shaped by consumer-to-consumer (C2C) electronic commerce, or e-commerce. Although social media as an economic vehicle can result in varying customer value and, therefore, has the potential to create customer interactions that lie outside the reach for conventional C2C e-commerce actors, though a large amount of C2C e-commerce occurs on social media-driven platforms (like Facebook), it has remained a largely unexplored area of study. Therefore, this paper's goal is to discover and investigate various C2C e-commerce consumer profiles on social media. The data obtained from a quantitative study that focuses on C2C e-commerce is analysed using cluster analysis and confirmatory factor analysis. We offer and analyse four distinct customer profiles: apathetic, salvagers, bargain seekers, and enthusiasts. These profiles show how valuable it is for consumers to trade used things with other Facebook members. Only one city data is captured. The ability to be generalized of the results may be impacted by cultural variations in opinions of Facebook's function and C2C online buying. Self-reported data served as the foundation for the cross-sectional data set. According to the study, social media can provide a unique environment for consumer-to-consumer (C2C) electronic commerce, which could lead to distinctive customer experiences. Second, in order to evaluate future value creation possibilities and obstacles, businesses should carefully investigate how their current segments align with the customer traits described in this research (enthusiasts, value seekers, salvagers, and apathetic). Third, in order to provide their customers with the advantages that are unique to C2C e-commerce, traditional stores should consider the potential of serving as a platform for cross-selling or other forms of C2C interaction. This study is one of the earliest attempts to identify C2C customers of internet retailers in relation to social media. It's interesting to see that the profiles vary according to people's perceptions of value rather than usual customer demographics. When taken as a whole, they provide intriguing empirical access to investigate the possibilities and ramifications of social media-driven C2C e-commerce.

**Keywords:** Consumer-to-Consumer (C2C) E-commerce, Social Media Commerce, Customer Segmentation, Online Consumer Behavior, Value Perception.

### 1. Introduction

E-commerce, often known as consumer-to-consumer (C2C) digital commerce, is a phenomenon that threatens traditional retailing by allowing people to interact (buy and sell) with each other via electronic means. The creation of efficient platforms that give customers quick and easy access to a range of used items with optimal quality/price ratios is made possible by digitalization. By offering enticing platforms for the trade of used goods, numerous companies have grown their clientele during the past 10 years. Elements on eBay and Amazon enable C2C e-commerce. Many websites rely on minor fees collected in exchange for easy and secure payment

options or the ability to list goods for sale or auction, according to Statista (2018). According to another study (Yrjölä et al., 2017), approximately 5–10% of consumers begin their search and assessment procedure by assessing what other C2C online retailers have to provide instead of purchasing novel products from retail outlets. This suggests that the structure, content, and limits of retailing are being gradually shaped by C2C e-commerce. For traditional shops, this renders C2C e-commerce an important phenomenon. In 2016, between 20 and 35 percent of European customers made purchases online (Eurostat, 2016). In contrast, almost 65% of



respondents in the USA in 2017 reported using particular online marketplaces, such as eBay, to sell used products within the previous three months. The degree of C2C e-commerce penetration has been steadily increasing on both continents. Because the line between what is new and what is used is becoming increasingly blurred, it is no longer feasible to consider C2C e-commerce as a peripheral activity driven by a set of lead users (Yrjölä et al., 2017, p. 312). The blurring of borders has also been discussed by Hagberg et al. (2016) as a crucial aspect of modern retail digitization and change. C2C e-commerce platforms, which vary widely in their features, are the driving force behind this shift. Different operating logics underpin fixed-price, auction-based, and social media-based platforms, which have distinct effects on customer experiences. According to Adam et al. (2012), C2C online stores can produce a shopping experience that is distinct from traditional selling. For instance, sellers can set a price on websites with fixed prices, which buyers might accept or reject. On the other hand, customers bid for the same commodity on auction-based systems (Korgaonkar et al., 2014). Diversity in C2C online shopping platforms can lead to varied consumer perceptions and ultimately influence different types of consumer behaviour, much comparable to various retail store formats like supermarkets, convenience stores, or department stores. Platforms, in particular, have the power to influence how customers view hedonistic and utilitarian gains (Abdul-Ghani et al., 2011). Although conventional C2C e-commerce is often associated with either fixed-price or auction-based systems, many transactions are now coordinated utilizing social media sites like Facebook. Facebook's monthly active user base grew from 100 million in 2008 to over 2 billion in 2017 (Facebook, 2018). Facebook is used by about 42% of people in Europe, making it a well-known platform for developing various consumer connections, including transactions. About 30% of American consumers have used Facebook to purchase or sell goods (Statista, 2017). Facebook is a well-known and well-established platform for consumer interaction in Patna, where about 70% of people use it every week.

Compared to other C2C e-commerce sites, Facebook groups are usually more local, informal, and focused on certain categories of goods, brands, or niche markets. Because users can interact with likeable or similar peers, social platforms are expected to offer greater emotional advantages than other kinds of C2C platforms (Xiang et al., 2016). Both established shops and other new digital players joining the market find social media commerce to be an intriguing platform (see Liang and Turban, 2011; Hagberg et al., 2016). Social media has special qualities that influence how people consume. Nevertheless, current research is still disjointed and undeveloped and it fails to tackle the possible role of social media-centred platforms in C2C e-commerce, despite the growing significance of C2C electronic commerce at large and social media-driven platforms in particular. Both researchers and practitioners would benefit from a deeper comprehension of customers' C2C purchasing behaviours in a social media setting in order to recognize the distinctive features of the developing C2C phenomena as well as its opportunities and problems. To learn more about the value that consumers perceive when purchasing used products on these platforms—particularly social media-based ones—further study is required. Therefore, this study's goal is to recognize and investigate unique profiles of consumers of C2C e-commerce on social media. This is accomplished by going over earlier studies on customer value and C2C e-commerce platforms. The research technique is then presented and discussed, followed by an introduction to the study's findings. The paper concludes with a discussion [1-5].

## **2. Theoretical Framework**

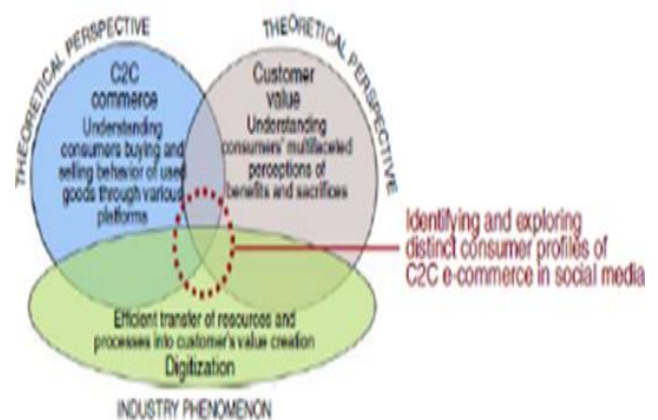
To achieve the goal of the investigation, two complimentary theoretical stances are used (Figure 1). Customer worth is briefly described as the conceptual prism with which C2C online commerce is seen after a review of previous research on the topic. Collectively, they contribute to the development of the study's conceptual framework. Aside from the two theoretical perspectives, digitization is considered a major industry phenomenon that influences the research

phenomenon by driving the development of several digitized C2C platforms [6-10].

### 2.1. Platforms for C2C E-Commerce

The significance and role of C2C e-commerce in the current retail environment have been highlighted by a number of contributions over the past five years (see Chen et al., 2016; Chu, 2013; Leonard, 2012; Yrjölä et al., 2017). Although the vast majority of research on C2C commerce has been conducted in an in-person setting (e.g. Sherry, 1990; Belk et al., 1988), there has been an increasing number of efforts to address and uncover the various consequences of its web-based substitute (e.g. Ariely and Simonson, 2003; Chen et al., 2016). According to Leonard (2012), direct electronic transactions between customers are referred to as C2C e-commerce. Since these transactions, of course, involve simultaneously buying and selling, research frequently examines C2C e-commerce from the perspective of either the buyer or the seller. Customers have easy access to a wide range of used clothing, furniture, sporting goods, and accessories through C2C e-commerce. Low costs and a large selection are advantageous to consumers; they can compare costs and quality and feel environmentally responsible because they are extending the life cycles of products (Yrjölä et al., 2017). In order to effectively connect supply and demand, a variety of electronic C2C technologies that adhere to distinct functioning logics have emerged as a result of digitization (see Table 1). The literature on C2C and e-commerce is growing, but the platform's function has not been thoroughly examined. There is currently a dearth of research in the literature regarding how consumers' perceptions worthwhile and future behaviour are influenced by the distinctive features of different C2C e-commerce platforms, notwithstanding a few exception (Abdul-Ghani et al., 2011; Adam et al., 2012). According to earlier studies, the overall quality of C2C online purchasing platforms' websites affects customers' satisfaction in general (Fan et al., 2013) and specifically their economic as well as social contentment (Chen et al., 2017). Adam et al. (2012) connected increased pricing in auction-based systems with customer excitement from a hedonistic perspective (see Vragov

et al., 2010). Hedonistic and utilitarian bidding incentives in online auctions were examined by Chang and Chen (2015) [11-15]. They found that while utilitarian motivation inhibited spontaneous bidding, hedonic incentive was associated with it. Additionally, customer devotion to online C2C purchasing platforms is found to be influenced by consumer interaction. There are a variety of C2C online shopping websites that vary in terms of logic, exchange rules, design, target market, and product categories.



**Figure 1 Theoretical perspectives to C2C E-Commerce**

According to Cheung et al. (2014) (Cameron and Galloway, 2005; Peters and Bodkin, 2007), consumer to consumer technologies have the potential to play a significant role in consumers' everyday lives. For instance, almost half of the participants in a Facebook user survey (Chen et al., 2016) stated that they frequently purchase goods or services via C2C Facebook groups. As a result, Facebook, a key component of social media, is playing a bigger role in e-commerce. Both academics and e-commerce professionals might benefit from a deeper understanding of the consumer groups that utilize Facebook in C2C online shopping as well as the kind of benefit they experience in social networking sites. According to (Yrjölä et al., 2017), The links between platforms, consumer groups, and product categories are highlighted by the differences in C2C e-commerce platforms regarding the kinds of product



classes purchased and by whom. Additionally, usage of C2C e-commerce platforms varies according to age, gender, annual income, and perceived economic status. For instance, an investigation conducted by Yrjölä et al. (2017) found that whereas men typically purchase information technology, women frequently prefer apparel and furnishings. Therefore, researchers should consider the impact of the product categories and consumer group when assessing the acceptance of C2C e-commerce. Furthermore, recent research has examined the consumer viewpoint on C2C online purchases (Abdul-Ghani et al., 2011; Yrjölä et al., 2017), taking into account customers' hedonistic and utilitarian shopping incentives (Chu, 2013) [16-20].

2.2.Customer Value

Table 1 Classification of Consumer-to-Consumer (C2C) E-commerce Models and Their Characteristics

Table with 2 columns: Type of C2C E-commerce and Characteristics. Rows include Auction, Fixed price, and Social media.

A crucial idea in marketing and retailing is customer value (Kumar and Reinartz, 2016). Strong

connections between the idea and important outcome indicators including consumer satisfaction, intention to use, and word-of-mouth make it relevant (Leroi-Werelds et al., 2013). The many facets of customer worth (Sánchez-Fernández and Iniesta-Bonillo, 2007) and the evolving dynamics for creating and perceiving value as a result of digital advancements like social media contributing to connecting with customers (Larivière et al., 2013) have recently drawn scholarly attention. Two fundamental dimensions—utilitarian and hedonistic—can be used to understand the multifaceted nature of customer value (Holbrook and Hirschman, 1982). Babin et al. (1994) describe utilitarian value in the scenario of shopping as a task-based mode intended to save time, money, and effort. Hedonic value, which reflects positive emotions like enjoyment and the excitement of the search, is an aim in and of itself (Babin et al., 1994). Hedonic value is therefore a crucial concept for comprehending consumer behaviour, particularly when discussing the worth of shopping. The fundamental elements of hedonic value are illuminated by Arnold and Reynolds' (2003), relationship between hedonic importance and the motive for purchases, including value, adventure, role, satisfaction, social, and idea shopping. Four customer value dimensions—economic, functional, emotional, and symbolic value—that encompass the utilitarian and hedonistic domains are discussed by Rintamäki and Kirves (2016). Low prices are the main focus of economic customer value, which also aims to reduce consumers' financial sacrifices by offering them exclusive deals, promotions, and discounts. Convenience and time and effort savings during purchasing are hallmarks of functional customer value, which is solution-focused. Experience is the main focus of emotional customer value, which can be associated with more hedonistic traits like pleasure (Ho et al., 2012), amusement and discovery (Rintamäki et al., 2007), and aesthetics (Holbrook, 1999). Lastly, symbolic value emphasizes positive meanings; it draws attention to the social aspects of consumer value and emphasizes the significance of the various meanings that goods, services, and brands convey. The "digital as context"



is only one aspect of the new consumer value dynamics observed in the digital commerce space; value creation and perception are also evolving. The concept of entering the customer's context with the aid of digital technology is what is actually changing the creation and appreciation of value, even though digital retail contexts frequently appear to produce different customer value traits than traditional retail settings (e.g. Rintamäki and Kirves, 2016). According to Larivière et al. (2013), retailers, customers, and third parties collaborate to develop and manage the information about goods and services, which is also made available in real time. For the sake of this study, consumer-to-consumer (C2C) e-commerce is defined as a type of retailing that is made possible by an outside entity and built and operated by the customers. Crucially, all of this occurs in the context of the customers themselves, as represented by the user-curated Facebook page; this may have an impact on their perceived worthwhile participating in C2C e-commerce. All things considered, value to customers is a helpful tool for understanding consumer viewpoints in C2C e-commerce. According to recent empirical studies, customers' perceptions can be influenced by more hedonic value aspects, even while economic or utilitarian value is a fundamental driver of C2C e-commerce (Chu, 2013; see also Yrjölä et al., 2017; Cervellon et al., 2012). The four customer valued elements—monetary, operational, psychological, and symbolic—offer a strong foundation for addressing the current study's objective [21-25].

### **3. Methodology**

#### **3.1.Data Collection**

A quantitative study aimed at Finnish C2C customers was carried out in order to determine and investigate the customer profiles of C2C online businesses on social media. There were two stages to the data collection process. First, the Federation of Finnish Commerce worked with the survey's designers. The customer value dimensions were operationalized when creating the survey items using scales that have been verified by earlier studies (Rintamäki and Kirves, 2016; Rintamäki). The measures were modified in a few small ways. To better represent the

features of C2C e-commerce, for instance, each value dimension—economic, functional, emotional, and symbolic—was modified (see Table AI). Second, a professional research organization that specializes in national representational data sets carried out the actual data collecting. Respondents were requested to answer a range of survey items that measured several C2C e-commerce constructs, such as product categories, purchasing and selling activity, and desires to use C2C electronic commerce per product group. Additionally, the use of several C2C e-commerce platforms—traditional, auction, and social media platforms—was inquired about. In terms of how frequently they made purchases, respondents who preferred Facebook as their main platform were different from others: 32% of them made purchases more than five times a year, compared to just 12% of respondents who used traditional or auction-based primary C2C e-commerce platforms. Facebook users are therefore more engaged in C2C e-commerce in terms of consumption frequency. Additionally, respondents were requested to rate the perceived worth of their prior purchases. In furtherance of the survey questions, participants were invited to explain, in their own words, their experiences as customers or sellers in C2C e-commerce. Respondents were requested to elaborate on what they thought was positive or problematic about using social media for C2C e-commerce. This produced 270 responses that provided more information about the opinions of the customers. Additionally, this insight revealed and illustrated the many aspects of consumer perceived value [26-30].

#### **3.2.Data Analysis**

Different platforms offer ways to see various kinds of value. In order to assess the types of value that various consumers perceive while purchasing used products, this investigation focused on social media-based platforms. Users of C2C e-commerce are expected to create consumer profiles that assess several aspects of customer value. Three steps of analysis led to the construction of these profiles. First, the fundamental framework of factors was established in order to identify the important dimensions of customer value. For concept validity,

a diagonally weighted least squares confirmatory factor analysis was performed (DiStefano and Morgan, 2014; Bandalos, 2014; Flora and Curran, 2004). Second, the consumer profiles were determined using k-means clustering based on the variable analysis results and prior research. The Euclidian distance among observations and the centres of clusters is minimized by k-means clustering, while the distance amongst cluster centres is maximized. The cluster analysis was based on the means of indicators that represented each customer value component for interpretation purposes. These scores followed the same scale as the original indications, which ranged from 1 to 5, with 1 denoting "completely disagree" and 5 denoting "completely agree." Third, to ascertain whether demographics contributed to the evaluation of the customer-to-customer shopper profiles,  $\chi^2$  testing (using the z-test) was employed. Lastly, a collection of qualitative answers was connected to the respondents in each cluster, which aided in identifying and illuminating the unique traits of each cluster [31-35].

### 3.3.Results

A four-factor solution comprising economic, functional, emotional, and symbolic dimensions ( $\chi^2$  ¼ 125.67, df ¼ 71, p-value ¼ 0.000,  $\chi^2$ /df ¼ 1.77 (o3), RMSEA ¼ 0.045, GFI ¼ 0.99, SRMR ¼ 0.050) was indicated by the confirmatory factor analysis. The Cronbach's  $\alpha$ s for all four factors varied from 0.77 to 0.88, showing strong consistency, and all items' standardized loadings on their aspects were higher than 0.69 (see Table AI). As a result, it was established that the four customer value dimensions were a suitable place to begin the second phase of the analysis (i.e., clustering). Four unique consumer profiles that captured the perceived value of purchasing used products in Facebook groups were produced by the cluster analysis. Multiple discriminant analysis were employed to confirm the classification solution after the clusters were identified (Hair et al., 2010). 96% of instances were accurately classified, according to the research, which is more than adequate for descriptive purposes. These groups were categorized as enthusiasts,

salvagers, bargain hunters, and apathetic; Table 2 shows their demographics. The final group (apathetic) had fewer responders—just 28—than the other three categories, which had nearly equal numbers of respondents. To ascertain if classifying was independently of each demographic variable, a  $\chi^2$  test was then employed [36-40]. To find any significant differences, the z-test was employed (p-value = 0.05). There were very little similarities among the four groups in terms of fundamental demographics (see Table 2). Due to the fact that 90% of buyers and sellers on social media networks were female, the entire data set had been biased in terms of gender. Although there were no discernible differences comparing males and females, it's noteworthy that females were more likely to be bargain seekers, while males were more likely to be indifferent. The only significant explanatory factor for the variations among customer categories was age.

**Table 2 Cluster Demographics**

Variable	Description	Enthusiastic (n=116)	Bargain hunters (n=116)	Salvagers (n=120)	Apathetics (n=28)	Total (n=380)	
Gender	Female	102	109	108	22	341	X2 (3) = 6.46
		88%	94%	90%	77%	90%	p=0.091
	Male	14	7	12	6	39	
		12%	6%	10%	21%	10%	
Age	15-29 yrs.	40	37	40	4	121	x2 (6) = 19.9
		35%	32%	33%	14%	31.80%	p=0.003
	30-49 yrs.	57	52	58	89	146	
		49%	45%	48%	32%	46.30%	
	50+ yrs.	19	27	22	15	83	Sig.<0.05
		16%	23%	18%	54%	21.80%	
Annual Income	<100000	22	22	17	2	64	x2 (12) = 16.8
		24%	23%	17%	8%	20%	p=0.159
	100000-200000	26	14	31	5	76	Sig.<0.05
		27%	15%	31%	21%	24%	
	200000-300000	27	22	20	6	75	
		28%	23%	20%	25%	24%	
	300000-400000	12	25	19	7	63	
	12%	27%	19%	29%	20%		
	10	11	12	4	37		
		10%	12%	12%	17%	12%	
Perceived economic situation of household	We get along very well	2	4	3	1	10	x2 (12) = 5.414
		2%	4%	3%	4%	3%	p=0.943
	We get along quiet OK	35	37	33	12	117	
		31%	33%	28%	43%	32%	
	We get along if we shop	42	39	46	9	136	
		37%	35%	39%	32%	37%	
	We need to spare	18	18	23	4	63	
	16%	16%	20%	14%	17%		
We need to spare	17	15	12	2	46		
	15%	13%	10%	7%	12%		
Cluster Demographics	Note: Each letter defines a subset of categories whose column proportions do not differ significantly from each other at the 0.05 level						

In the most senior category (50 years or older), apathy

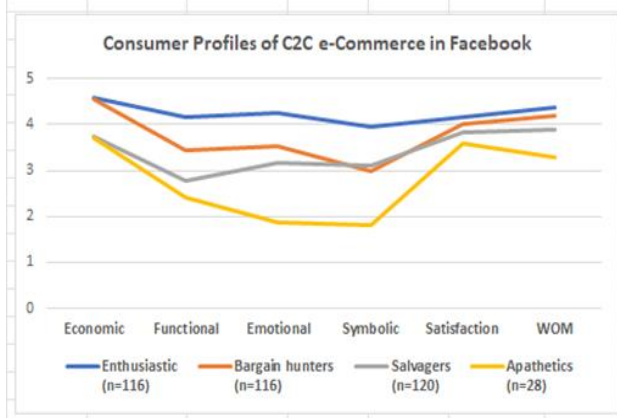
was more prevalent. There were no other notable distinctions between the groups. However, it makes sense that customers' financial circumstances—that is, their low income—would be the primary driver of C2C e-commerce. Interestingly, there were no discernible variations in the annual personal income of the various customer categories. There was a slight variation in the percentage of bargain hunters in the €10,000–20,000 income range. However, no group disparities were found when examining households perceived financial circumstances. Conversely, there were notable variations amongst customer groups with regard to perceived worth, satisfaction, and word-of-mouth. These variations are shown in Figure 2 and Table 3. Following a more thorough discussion of each consumer profile, these distinctions are illustrated using comments from the qualitative section of the questionnaire [41].

### Enthusiasts

Respondents who primarily sensed value made up the first group; they were enthusiasts (31 percent), greatly appreciating all value characteristics.

**Table 3 Mean Scores of Customer Value Dimensions for Each Cluster**

	Enthusiastic (n=116)	Bargain hunters (n=116)	Salvagers (n=120)	Apathetics (n=28)
Economic	4.57	4.55	3.73	3.7
Functional	4.17	3.45	2.79	2.4
Emotional	4.26	3.54	3.18	1.87
Symbolic	3.95	2.98	3.11	1.8
Satisfaction	4.15	4.02	3.82	3.6
WOM	4.38	4.18	3.88	3.29



Compared to other groups, they felt the greatest economic, functional, emotional, and symbolic worth

on a scale of 1 to 5. Most significantly, fans observed extremely considerable amounts of psychological (4.26) and symbolic (3.95) value in the context of consumer-to-consumer e-commerce, even if it was evident that respondents perceived strong economic value (4.57). This suggests that these customers may be motivated by both hedonic and utilitarian factors (see Arnold and Reynolds, 2003). The increased satisfaction (4.15) and word-of-mouth (4.38) among aficionados clearly demonstrate this:

Unconventional items with additional personality can be found. (Female, age group: 35–44). You can peruse a wide range of selections and discover deals where the ratio of price to quality is ideal. You may take your patience and wait as long as you find an item which is both reasonably priced and in good condition if you're not in a rush. (Female, age group: 15–24). I can frequently find what I've need in my own neighbourhood. I enjoy recycling. Throwing away items or clothing just because I can't think of anything to do with them is not nice. "What is one man's garbage is another's treasure." (Female, age group: 35–44). In fact, as the previously mentioned citations demonstrate, C2C e-commerce was used to uncover interesting and inspiring products with greater individuality in addition to purchasing used goods at fair prices. According to Arnold and Reynolds (2003), enthusiasts have traits in common with adventure shopping motivation, such as an emphasis on stimulation, adventure, and thrill. It is similar to the buying experience described by Adam et al. (2012) from the perspective of customer value. Additionally, using social media-based platforms to look for, compare, and purchase used products was seen as a recreational pastime. C2C e-commerce was viewed by fans as a well-established and motivating type of modern retailing that also represented eco-friendly practices like recycling.

### Bargain Hunters

Thirty-one percent of the respondents belonged to the following user group, those seeking bargains, who were primarily driven by financial benefits (4.55). They shared fans' perception of economic value. Naturally, one of the key factors influencing C2C e-commerce is economic value. According to Chen et



al. (2017), repurchase intentions are mostly stimulated by consumers' economic contentment. In this regard, WOM (4.18) and bargain hunters' satisfaction (4.02) were both obviously higher than average but lower than aficionados. Additionally, this group obviously valued economic value more than functional, emotional, and symbolic value, in contrast to enthusiasts: If you're looking for a specific item, also might not find it straight away, but you might find some real treasures at ridiculously low prices. I often look at what's on sale for entertainment, but I usually only buy things when I need them and when the price-quality ratio makes sense. (Female, 15–24 years old). Compared to enthusiasts, bargain-seekers did not regard C2C e-commerce to be as convenient, emotionally engaging, or meaningful. As the aforementioned sources show, they realized that although there might be a great deal of economic significance, there was additionally a great deal of sacrifice involved. For instance, customers may not locate the ideal product, have trouble placing an order, or think it takes too much work to compare several options. Less functional value is the outcome of this.

### Salvagers

Thirty-two percent of those polled were salvagers, who also primarily saw economic worth, albeit less so than aficionados or bargain hunters: The items on sale are less expensive than those found in any retailer [...]. a lower cost and the opportunity to locate the item I want nearby. (Female, 15–24 years old). More reasonably priced items and possibly out-of-production goods are frequently available. (Female, 45–54 years old). I can locate quality and reasonably priced deals. (Male, 55–64 years old). Compared to bargain hunters and enthusiasts, functional value and emotional worth were assessed substantially less. This could be because respondents are more conscious of the drawbacks of social media-based consumer to consumer e-commerce, like unclear communication or protracted wait times: At least in the Facebook flea market in our neighbourhood, it's quick and simple. I can find items, like dinnerware, that I can't find in any stores. Sometimes it's difficult to communicate. If you have

a specific item in mind, be ready to compete for it and wait a long time. (Female, 45–54 years old) Interestingly, salvagers saw slightly greater symbolic value (3.11) than fanatics, although perceiving less economical (3.73), utilitarian (2.79), and psychological (3.18) value (see Figure 1). As a result, this group did not place as much importance on the low prices as the bargain seekers did, but they did attach more positive meanings with buying or selling used goods from social media-based consumer-to-consumer e-commerce platforms. Salvagers were mostly motivated by utilitarian factors in this regard, while hedonistic motivation was indicated by the perceived symbolic value. This might be the result of environmental awareness and a desire to extend the life cycles of used goods. In conclusion, a lower degree of contentment (3.82) and word-of-mouth (3.88), which show lower future intentions for C2C e-commerce usage, were also clearly represented by these lower perceived value characteristics.

### Apathetic

Apathetic, the fourth group, had the fewest respondents (only 7%). Out of all the value dimensions, apathetic saw the least value. They thought social media-based C2C electronic commerce was unappealing, although they did see the same level of economic worth (3.70) as salvagers. WOM (3.29) and contentment (3.60), which both had the lowest scores among the four groups, also showed this: Given that we are typically discussing a used product, the cost-effectiveness is a plus. (Female, 55–64 years old). Since there is frequently only one individual offering what I'm interested in, it is quite challenging to evaluate the costs or even determine whether the desired price is fair at all. (Female, 65+ age group). The only thing that appealed to apathetic was the reasonable costs, as the instances above illustrate. Otherwise, awareness of the corresponding compromises was a defining feature of consumer perceptions. For instance, the functional benefit was not given a high ranking (2.40) since C2C electronic commerce was not thought to be convenient. In contrast to the other profiles, sentimental (1.87) and symbolic meaning (1.80) additionally received the lowest scores of values, indicating that social media-



centred C2C electronic commerce was not regarded as enjoyable, meaningful, or experiential; in this regard, it was not motivated by any hedonistic motives. The primary motivator for apathetic was purchasing second-hand products at competitive costs.

#### 4. Discussion

Investigating phenomena from the perspective of the consumer frequently yields vitally essential information for the purpose of businesses. Understanding the consumer's point of view in the bigger picture of C2C e-commerce helps to clarify what consumers ultimately find significant in modern retailing and consumption. To better understand the potential and role of social C2C e-commerce, the three main implications of the results are examined below. First, a major factor influencing consumer behaviour is customer value. Additionally, in the framework of C2C online commerce, this serves as essential criteria for categorizing and comprehending what consumers value in addition to explaining customer satisfaction or word-of-mouth. By shifting the focus from what people are to how they perceive, this study demonstrates how value that customers perceive, a well-established theoretical based construct, can go beyond traditional demographic grouping criteria. It then uses this information as a basis for categorizing customers into distinct homogeneous groups. Given the increasing adoption rates associated with social platforms across all age groups, traditional demographic data may no longer be suitable segmentation criteria on the framework during social media-based C2C electronic commerce due to their diminished ability to differentiate customers into distinct behavioural groups. In these circumstances, the perceived value of consumers might provide an interesting and trustworthy way to divide them into several consumer groups based on their views of value. Second, this study presents a customer viewpoint on the use of C2C e-commerce platforms based on social media. This study tackles the purchasers' perspective and connects it with the idea of perceived value, whereas previous research on C2C e-commerce, for instance, concentrated on comprehending consumers' resale incentives (Chu,

2013), bidding behaviour (Chang and Chen, 2015), or pricing dynamics. This study reveals the type of value consumers experience while buying used goods through other individuals in a social media-powered C2C e-commerce environment by combining qualitative and quantitative data. In order to achieve this, the various consumer profiles identified from the data—enthusiasts, bargain hunters, salvagers, and apathetic—reveal social media-supported C2C e-commerce from the viewpoint of the consumer. Furthermore, in the area of offline buying, Arnold and Reynolds (2003) identified customer profiles that are similar to these profiles. Based on customers' hedonic motivation and demography, they classified consumers as minimalists, gatherers, providers, enthusiasts, and traditionalists using extensive both quantitative and qualitative information sets. Although their empirical context is different from our study, the discovered profiles emphasize the need of understanding social C2C online shopping as a way for varied & multifaceted value development; it is a forum for addressing distinct buying reasons. Third, C2C e-commerce combined social components gives some customers high judgments of emotional value, according to Xiang et al. (2016). When compared to other C2C e-commerce websites, social media can produce attributes like convenience, localness, and trust that ultimately lead to a range of consumer value aspects that are difficult to replicate with other platforms. It's interesting to note that some of these advantages—discovery, freedom, and socializing—are comparable to those provided by conventional, offline C2C commerce venues like swap meets and flea markets (Belk et al., 1988; Sherry, 1990; see also Williams, 2003), but they may still be out of the reach of conventional retailers.

#### Conclusion

Given the increasing significance of C2C e-commerce in general and social media in particular, the purpose of this study was to identify and analyse distinct profiles of consumers related to social network-based C2C e-commerce (see Statista, 2017, 2018). An empirical study examined consumers' perceptions worthwhile when buying reconditioned goods in Facebook groups. This led to the creation



of four distinct customer profiles: enthusiasts, those seeking bargains, salvagers, and apathetic. These profiles differed in how consumers perceived the advantages of using social media-driven C2C e-commerce rather than in terms of traditional demographics. C2C e-commerce is a significant retail phenomenon since it has the potential to divert consumer spending from established shops, goods, and channels, particularly in the setting of social media. This study adds to the growing body of research on consumer-to-consumer (C2C) e-commerce by adopting a customer its perceived worth approach. One could argue that customer value, as a conceptual and multifaceted concept, is a useful tool for measuring and modelling new retailing phenomena like C2C e-commerce. For example, this study suggests that rather than just being a way to obtain economic value, digital media-based C2C electronic commerce should be seen as a channel for the development of several value dimensions. The important question of whether C2C online shopping can eventually offer consumers major advantages (like low prices and environmentally friendly practices) that are not readily accessible to traditional retailers is also raised by the value for consumers dimensions as well as their corresponding perceived benefits and sacrifices, which helped evaluate various aspects about C2C e-commerce.

### **Managerial Implication**

The study's customer profiles have management ramifications for new players in the industry as well as retailers. First, C2C e-commerce could lead to distinctive and distinctive consuming situations that would not be achievable with new products. For example, social media-based networks can offer consumers emotional value, and used items can be an indicator of metaphorical customer value. This highlights the potential "strategic sweet spot" for social media-centred e-commerce systems and presents an essential obstacle for conventional retail business models, both offline and online. The resale of used products may serve as the foundation for new value propositions or even new company models. Alternatively, business models may be changed to focus on leasing or renting goods rather than owning

them. Second, in order to evaluate future value creation opportunities and challenges, retailers should carefully examine how their current segments align with the consumer profiles shown below. Enthusiasts are perhaps the group most devoted to C2C trade and observe high levels across all aspects of value. As a result, they may be beyond the grasp of traditional stores, who are unable to provide social connection, unique and personal things, or a sense of exploration to the same extent as social networking sites. Compared to aficionados, bargain hunters experience lower functional and emotive worth. These customers, who make up 31% of the respondents, may like perusing and finding used goods. However, they are aware that C2C cannot satisfy every demand they have. Retailers aiming to attract this demographic could therefore emphasize their convenience and extensive assortment. Lastly, in certain product categories, salvagers and apathetic people who value economic value might migrate to utilizing just C2C e-commerce, but they are likely deterred by low functionality due to ambiguous communication, difficulties comparing prices, and the risks involved. In fact, according to Chen et al. (2016), the most crucial quality aspect in Facebook's C2C e-commerce is information quality. Third, managers ought to consider whether they could serve as a venue for C2C transactions or other forms of C2C communication. Customers' involvement with the platform may also rise if C2C interaction is made possible or increased. For example, shops with a wealth of current customer data may provide customers relevant information and tailored services on these platforms.

### **Future Research**

To further understand the distinctive features of various C2C e-commerce websites and how these websites affect customers' perceptions of value, more research is required. Different types of comparative study settings are required to investigate, for instance, how the extent to which different product categories are eventually bought and sold on different e-commerce platforms influences consumers' views of value. We will have greater comprehension of customer worth and the C2C phenomena if we



expand the analysis from the purchase of used products to other C2C operations like ride-sharing or housing (like Airbnb). Analysing customer online and social networking behaviour in greater detail and evaluating how it affects C2C e-commerce is another potential study direction. Do consumers' social media usage trends or online buying habits, for example, correlate with their C2C online shopping activities? Do channels (PC, tablet, and mobile) have a greater influence on customer C2C activity than platforms, and is this effect consistent across all consumer groups? Future research will naturally start with the four customer profiles that were established and offered in this study. Further investigation is necessary to understand the retailer's viewpoint on C2C e-commerce. Research should identify which retailing categories, formats, and business models are most at risk both now and in the future, since the expansion of C2C e-commerce is impacting various categories and customer types. Retailers who presently cater to C2C enthusiasts—that is, the customers who find C2C most valuable—will probably face the greatest pressure. Future studies might also look at how retailers react to the growth of C2C e-commerce. Retailers may choose to ignore C2C commerce completely, try to create new models to mitigate its effects, or integrate it into existing business structures. Before extrapolating the findings, a few restrictions should be taken into account. First, even though the study's data set (n = 380) was comparatively substantial, it came from a single nation. The results' generalizability may be impacted by cultural variations in how C2C e-commerce and Facebook's involvement are viewed. Nonetheless, the popularity of C2C e-commerce and social media usage are in line with other Nordic and European nations, which increases the findings' generalizability. Second, rather than using more precise transaction-based statistics, the data were cross-sectional and dependent on self-reporting. Despite these drawbacks, this study offers fresh perspectives on a developing phenomenon that is becoming more and more significant for academics and professionals.

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