

Association for Information Systems

AIS Electronic Library (AISeL)

ICIS 2022 TREOs

TREO Papers

12-12-2022

Beyond technology acceptance: an empirical investigation of factors influencing users' continuous using intention of digital second-hand transaction platforms

Shuang Tian

Nottingham University Business School, lixst40@nottingham.ac.uk

Follow this and additional works at: https://aisel.aisnet.org/treos_icis2022

Recommended Citation

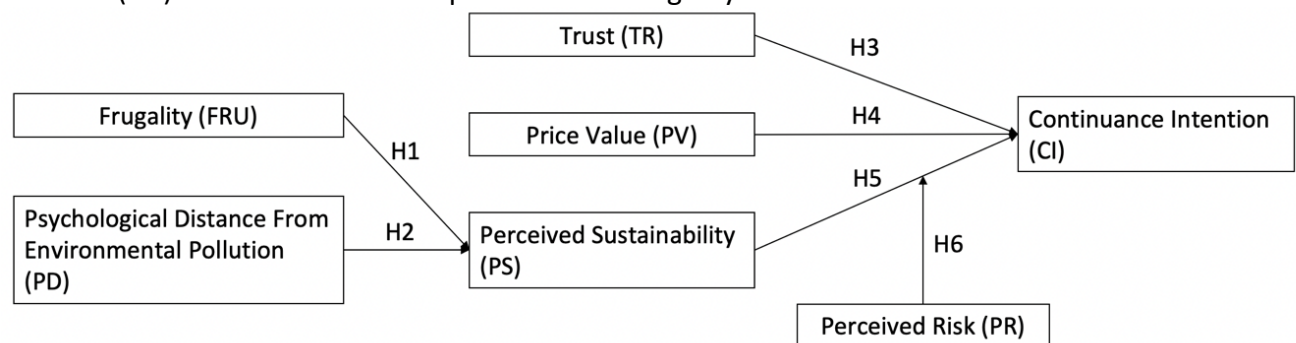
Tian, Shuang, "Beyond technology acceptance: an empirical investigation of factors influencing users' continuous using intention of digital second-hand transaction platforms" (2022). *ICIS 2022 TREOs*. 48. https://aisel.aisnet.org/treos_icis2022/48

This material is brought to you by the TREO Papers at AIS Electronic Library (AISeL). It has been accepted for inclusion in ICIS 2022 TREOs by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

Beyond technology acceptance: an empirical investigation of factors influencing users' continuous using intention of digital second-hand transaction platforms

Shuang Tian lixst40@exmail.nottingham.ac.uk Nottingham University Business School

Purpose: In light of the worldwide sustainable development advocacy, how to maximise resource utilisation and reducing waste through effective recycling is an urgent task. Empowered by digital technologies, platforms for second-hand product transactions as a redistributive market for effective transfer of ownership, bring new potential and possibilities to solve the issue of waste and contribute to sustainability. Research shows that the utilization of second-hand trading platforms (such as Xianyu in China) has continuously grown over the past decade. Considering the essential role consumers play in the sharing economy context to co-create value, such platforms' success relies on users' continuous using intention. Existing literature provides theoretical insights into the antecedents that drive customers' online transactions. However, these theories do not explain the antecedents to consumers' willingness to repeatedly use second-hand products transactions, which is far more complex than online shopping due to consumers' cognitive and affective attitudes toward sustainability and redistribution. The purpose of this study, thus, is to address this research gap by investigating the effect of consumers' perceived sustainability, price value, trust, and perceived risk toward their continuous using intention of second-hand transaction platforms. Moreover, we examine whether consumer awareness of sustainability can be influenced by consumers' psychological distance (PD) from environmental pollution and frugality.



Methodology: This research adopts a quantitative method by using a questionnaire administered to a sample of 207 users of a second-hand trading platform in China. A conceptual framework will be tested using structural equation modelling.

Findings: This is an ongoing research project which is currently at the data analysis stage. Findings will provide evidence on how perceived sustainability, price value, and trust influence users' continuance intention with perceived risk as a critical construct moderator.

Contributions: This study contributes to the information systems (IS) literature by combining consumers' psychological environmental awareness and their willingness to participate in sustainable platforms.